

CHEMIST & DRUGGIST

The newsweekly for pharmacy

a Benn publication

May 28 1983

Three Council newcomers as two lose seats

Pharmacies for pharmacists, say branch representatives

LRC acquire Tudor retail

OTC industry welcomes moves for 'POM to P'

More election manifestos



The first long running soap opera on Breakfast T.V.

★ Every weekday from now until the end of September

★ Plus Channel 4

★ Our January/April deliveries of Cidal are 39% up on last year – are you getting your share?

sources of finance
SPECIAL
FEATURE

OTRIVINE-ANTISTIN[®]

STERILE EYE DROPS

(xylometazoline hydrochloride 0.05% w/v, antazoline sulphate 0.5% w/v)

Long acting vasoconstrictor and antihistamine.



For the relief of conjunctivitis due to

Hay fever

Irritating smoke

Dust

Prescribing information

Indication: A clear, colourless solution containing xylometazoline hydrochloride 0.05% w/v and antazoline sulphate 0.5% w/v. **Uses:** Otrivine-Antistin is a combination of a long acting vasoconstrictor and an anti-histamine. The eye drops are suitable for use in the relief of conjunctivitis associated with seasonal and perennial allergies, such as hay fever and in all non-infective conditions of the conjunctiva, such as irritation caused by smoke or dust, or following the removal of foreign bodies. **Dosage and administration:** This preparation is intended for local administration to the eye. **Dosage:** 1 or 2 drops instilled 2-3 times per day into each conjunctival sac will be found to be effective. Irrigation and instillation may be administered simultaneously with Otrivine-Antistin Eye Drops when necessary. **Contra-indications:** There are no contra-indications for Otrivine-Antistin Eye Drops. For inflammation arising from infection should receive appropriate antibacterial therapy. **Side effects:** Both Otrivine and Antistin are well tolerated in the eye and, for the majority of patients will be non-irritant, but in a few cases however, slight transient local stinging may occur. Other side effects which may occur include headache, insomnia, drowsiness and in sensitive patients tachycardia. **Pharmaceutical precautions:** Store in a cool place. The contents have been sterilised in accordance with the requirements of the B.P. The drops should not be used more than one month after first breaking the seal. **Legal category:** P. **Package quantities:** Otrivine-Antistin Sterile Eye Drops 10ml. **Basic NHS Price:** 54p. **Further information:** Nil. **Product licence number:** 001/83.



Product licence holder:

Zyma (United Kingdom) Limited, Woodside, Cheshire SK10 2LY Telephone (0625) 218333

CHEMIST & DRUGGIST

Incorporating Retail Chemist

May 28, 1983

Volume 219 No 5371
124th year of publication
ISSN 0009-3033

Editor/Publisher:
Ronald Salmon MPS
Assistant Editor:
John Skelton BPharm, MPS
Contributing Editor:
Adrienne de Mont
BPharm, MPS
Beauty Editor:
Liz Platts BA
Editorial Assistants:
Patrick Grice BPharm, MPS
Paul Slade BA

Price List Controller:
Colin Simpson

Director: James Lear

Advertisement Manager:
Peter Nicholls JP
Assistant Advertisement
Manager:
Doug Mytton
Production: Shirley Wilson

Published Saturdays
by Benn Publications Ltd,
Sovereign Way, Tonbridge,
Kent TN9 1RW
Telephone: 0732 364422
Telex 95132

Subscription:
Home £46 per annum
Overseas & Eire £60 per annum
including postage
95p per copy (postage extra)

ABC

Member of the Audit
Bureau of Circulations

Regional advertisement offices
Midlands: 240-244 Stratford Road, Shirley,
Solihull, W. Midlands B90 3AL
021-744 4427

East Anglia: 71 Welbourn Road, Eaton Rise,
Norwich NR4 6QD
0603 54284

Scottish: 18 High Street, Paisley
041-887 0428

North East and North West: Techno House,
388-394 Low Lane, Horsthorpe,
Leeds LS18 4DL 0532 583329

West Country & South Wales
10 Badminton Road, Bowend, Bristol
BS16 6BQ 0272 564827

Benn

CONTENTS

Three Council newcomers . . .	
Two lose seats	972
More election manifestos from . . . the Conservatives, SNP, Communists and Plaid Cymru	973
'POM to P' moves welcomed by industry	
PAGB annual report and dinner	974
Pharmacies for pharmacists	
Branch representatives meet	997
Sources of finance	
Special feature	1003
LRC acquire Tudor retail	
£1.35m cash deal	1013
PSGB annual meeting	975
Topical reflections by Xrayser	976
People; deaths	976
Counterpoints	981
Prescription specialities	992
News extra	1012
Business news	1013
Coming events	1015
Classified advertisements	1016

Contents © Benn Publications Ltd 1983. All rights reserved.
No part of this publication may be reproduced, stored in a
retrieval system or transmitted in any form or by any means,
electronic, mechanical, photocopying, recording or otherwise
without the prior permission of Benn Publications

COMMENT

Cloud cuckoo?

It is difficult to know whether to describe the Pharmaceutical Society's branch representatives as far sighted or "head in the clouds." Two decisions at this year's meeting (p997) could attract either description, depending upon one's point of view.

A decision with which the whole profession must have sympathy concerns the right of pharmacists to practise freely throughout the EEC. The BRM voted unanimously that such freedom should not be permitted until the UK has achieved some form of rational location of pharmacies — the danger being that the excess of pharmacists being trained on the Continent will come to Britain to establish themselves, that right being denied them in their own countries.

Council was said to have "ignored" such a resolution on previous occasions, apparently fearing European law. But such fears do not appear to have deterred other sectional interests (farmers for example) or indeed countries (France for example) from pursuing their case to the very end. If the damage an EEC ruling will cause to one of the EEC partners is sufficiently aired, the Commission has been known to find ways round the rules, if not actually bending them. If the profession, through the Society, does not take a strong line on such issues, the government of the day can hardly be expected to take them seriously either.

A similar view can be taken of the resolution on the future ownership of pharmacies, which the representatives said should be in the hands of pharmacists alone. The aim may be laudable, but the public will take some convincing that it is anything other than mercenary — there is certainly no way that quality of service can serve to distinguish between company and privately-owned premises currently. Nevertheless, the BRM is right to establish the direction the profession wishes to take, whether that requires

changes in the law or not.

The latter resolution presumably anticipates greater pharmaceutical responsibility, so it seems incongruous that the profession should also be calling for dosage instructions to be made a legal requirement on prescriptions. Who do the proposers think would be seen by the public as sticklers for red tape? Not the doctors to whom the incomplete prescriptions were returned. And if pharmacists are not seen to be on the side of the patient, they will certainly never achieve the longer term objectives set out above.

A timely resolution called for a return to the "X" system of voting, it being alleged that the single transferable vote has led to a declining vote. Fortunately, after appalling one-in-four voting figures in 1982, the picture this year has gone closer to its dismal norm of approaching one-in-three (see p972). The representatives were obviously wise to divide almost equally on the issue!

Detecting reasons for the voters' choices is an unrewarding exercise. The feminine influence is maintained through Mrs Rawlings replacing Mrs Leigh, who did not seek re-election. But while Council has lost two 1930s-qualified members, another (Mr Evens) has been elected. Nor do the policy statements supply many clues to the electorate's intention, with defeated candidates seeming to have made just as many "right noises" as the successful.

Only time will tell whether Mr Evens succeeds in changing the supervision requirements so that pharmacists need be only "present and available," whether Mrs Rawlings achieves patient registration and mandatory postgraduate education, and whether Mr Walker wins a postponement of the printed label deadline. Mr Davidson, wise man, set out no identifiable goals!

Three newcomers to PSGB Council

Three newcomers have been elected to the Pharmaceutical Society's Council, one member has been returned after an absence of two years — and two others who sought re-election were unsuccessful.

The newcomers are Mr Douglas Davidson, from Blairgowrie, who is a managing director in community pharmacy (Walter Davidson & Sons Ltd); Mr Edwin Evens, Tunbridge Wells, a semi-retired locum in community pharmacy, and Mrs Marion Rawlings, Cardiff, a proprietor pharmacist and a non-executive director of Unichem.

Re-elected was Mr Graham Walker, Spalding, a proprietor pharmacist who was previously a member of Council 1975-81.

The two who lost their Council seats were Mr Maxwell Gordon, Leeds, and Mr J.A. Myers, Edinburgh. Mrs Estelle Leigh and Mr David Dalglish were retiring

members who did not seek re-election.

In the election for auditors, the successful candidates were Mr A. Aldington, Mr J.C. Bloomfield, Mr A.H. Briggs, Sir John Hanbury and Mrs Barbara Young. Mrs Young is a hospital pharmacist and replaces Mr E.A. Brocklehurst who was unsuccessful.

Improvement in voting

Voting figures showed a small improvement over last year's 25 per cent. In the Council election 10,053 forms were returned out of an issued total of 34,444 (29 per cent); 51 of the papers were disallowed. There were 7,997 returns in the auditors election, of which 90 were disallowed. Voting patterns for industrial candidates under the single transferable vote system were not available as *C&D* went to press.

Reports of Ventolin parallel imports

Reports of the parallel importing into the UK of Ventolin inhalers, manufactured in Britain by Allen and Hanburys and intended for sale on the Continent, are circulating the trade. Apparently some have had their outers removed and the inhalers — some marked Ventoline and others simply Ventolin — either repacked in boxes resembling the original pack (but minus the expiry date and batch number) or in a transparent packet with insert and warnings provided by the importer.

A spokesman for Allen & Hanburys told *C&D*: "We are aware of these instances of parallel importing of our products and a number of others, all of which have been reported to the DHSS. We await with interest the action the DHSS proposes to take. In the meantime, the licensing laws are being severely stretched."

Price warning on new inhaler

Astra are warning pharmacists that from July 4 a collapsible Bricanyl Spacer inhaler will replace the current form — and will attract a lower NHS price of £6.46 against the present £7.18. During the transition period July to September

pharmacists are advised to endorse NHS prescriptions as either collapsible or standard form. Details of component part availability for the current Bricanyl Nebuhaler will be included in next week's issue. *Astra Pharmaceuticals Ltd, St Peters House, 2 Bricket Road, St Albans, Herts AL1 3JW.*

Further BPA talks

The executive of the Pharmaceutical Services Negotiating Committee is to report back to the full Committee on June 15 the outcome of their meeting this week with Department of Health representatives over the implementation of the £5,000 one-tier Basic Practice Allowance and parallel importing.

C&D understands that pending the appointment of the Minister of Health after the general election and the Department's receipt of the Binder, Hamlyn, Fry inquiry into Family Practitioner Service (now expected next month), the discussion on BPA is still at a preliminary stage. The one-tier BPA of at least £5,000 was voted for by representatives of local pharmaceutical committees at their April conference.

PSNC chief executive, Mr Alan Smith says the Association of New Pharmacies' request for a meeting with PSNC executives will be put to the Committee at their next meeting. However, he "feels sure" the committee will agree to the request.

Stanley Blum resigns from PSNC

Mr Stanley Blum has resigned from the Pharmaceutical Services Negotiating Committee because of the pressure of work. A further election will be held to fill the vacancy.

Mr Blum told *C&D* he has been unable to attend the last two or three meetings, and felt it unfair to sit on the Committee if he could not get there. "I did not want to resign. I found it a challenge, but found that I could not put the time in," he said. Mr Blum was in his second term on the PSNC. He has been a contractor since 1961 and has an interest in five pharmacies.

Nominations wanted

Mr Blum represented NHS region five, NW Thames, and a nomination form for the vacant post has been sent out to all contractors. Anyone who has not received a form should contact the PSNC. The closing date for nominations is 12 noon on June 12. The result of the election will be declared on or before July 8, and it is expected that the successful candidate will take his seat at the PSNC meeting to be held on July 13. The term of office of elected representatives expires on April 30, 1986.

Region five covers the following LPCs:- Bedfordshire, Hertfordshire, the London Boroughs of Barnet, Hillingdon, Ealing, Hammersmith & Hounslow, Brent & Harrow, and Kensington Chelsea and Westminster.

Pharmacin capsules discontinued

Pharmacin — the aspirin capsule whose brand name caused controversy in the pharmaceutical profession when it was launched in August 1981 — has been discontinued now that Boots Co have taken over Optrex.

'Low consumer offtake'

A letter to customers blames the withdrawal on "low consumer offtake" and says that Optrex are unable to support the brand at the level necessary to sustain it satisfactorily within the analgesics market. "We wish to reassure all trade stockists of the brand that we, the Optrex Co, will be taking measures to withdraw all necessary trade stocks. However we would hasten to add that both the quality and the efficacy of the stock is not in question."

MoH says industry drug prices must maintain research

Drug prices cannot be reduced below a point which would make it impossible for the British pharmaceutical industry to maintain the present level of investment and research, Mr Kenneth Clarke, Minister for Health, told a Conservative election Press conference this week.

He dismissed as "simplistic" some of the estimates made of the saving in the NHS drugs bill which might be achieved by implementing proposals in the Greenfield report on generic prescribing. Mr Clarke stressed that the Government was consulting interested parties about the report and confirmed that the pharmaceutical price regulation scheme was also being reviewed. The Government aim, he said, was to cut down "avoidable costs."

The Prime Minister again insisted that it would be irresponsible for any political party to promise that there would be no further increases in prescription and other health service charges.

Mr Norman Fowler, Secretary for Social Services, reaffirmed that the Government has specifically ruled out introducing an entirely new method of financing the NHS. He declared: "We intend to continue to finance it in basically the same way as it is at the moment."

Tories want value out of NHS cash...

The Conservative Party says it would continue to make sure that all patients receive the "best possible" value for the money spent on the Health Service — at present over 40p in every pound of public spending goes on health and social security — if it were re-elected. In its manifesto published last week, the Party says it hopes to release more money for looking after patients by reducing administration costs.

Health authorities will again be asked to put services like laundry, catering and hospital cleaning out to competitive tender. The manifesto quotes an increase of 45,000 nurses and midwives and 6,500 doctors and nurses employed in the NHS since 1978, although the party says it is tightening up on management costs and getting much firmer control of staff numbers.

Other health policy points are to:

- ☐ Make extra provision for those parts of the country in the North and Midlands which have always been comparatively short of resources.
- ☐ Pay particular attention to the treatment of the elderly, the mentally handicapped and the mentally ill.

Maria Houlihan, Searle Pharmaceutical Products presents Thomas Barker, MPS, Pope's Pharmacy, Bracknell with a £1,000 holiday voucher for his prizewinning displays of Metamucil, Lotussin and Dramamine. Mr Barker's chosen holiday is Greek Island hopping. Partner, Trevor Pope, MPS, is also pictured.



- ☐ Continue to upgrade existing hospitals and brighten up shabby wards.
- ☐ Help people stay in familiar surroundings through the "Care in the community" policy.
- ☐ Encourage the growth in private health insurance and promote closer partnership between the State and private sectors.
- ☐ Support the voluntary organisations in the social services.

The Party says it will continue to seek sensible arrangements for determining pay in the Civil Service and the NHS, following the Megaw report and the resolution of the NHS pay dispute. Also that the legal immunity of unions to call strikes will be curbed, unless the prior approval of those concerned is obtained through a "fair and secret" ballot.

'Barriers to jobs'

Another aim is to make the job market "more flexible and efficient" so that more people can work part-time by:

- ☐ Minimising the restrictions which discourage the creation of new jobs.
- ☐ Encouraging moves that make it financially possible for people nearing retirement age to go part time.
- ☐ Helping employers to split a whole-time job into two.
- ☐ Ensuring that Wages Councils do not reduce job opportunities by forcing workers to charge unrealistic pay rates, or employers to offer them.

The manifesto points to the £300m of extra backing given to about 10,000 small firms through the Loan Guarantee Scheme and to a major expansion of the Business Start-up Scheme — the Business Expansion Scheme — to encourage outside investment in small companies by special tax reliefs.

The Party says it is looking to accelerate the transfer of technology from the university laboratory to the market place and to help firms launch new products through pilot schemes and public purchasing. "The Conservative Manifesto 1983" (£0.25), Conservative Central Office, 32 Smith Square, Westminster SW1P 3HH.

...the Communists 'more'

The right of all people to the best available health care must be guaranteed by the allocation of far more resources to the NHS, says the Communist Party

manifesto published last week.

Staff and service cuts must be restored, new facilities provided for general practice and community care in the deprived inner cities and more resources must be provided for research and preventative medicine, the Party says. Prescription charges should be abolished, the drug industry nationalised, and the NHS made more accountable by shifting administration to local councils.

"Communist Party Manifesto" (£0.10), The Communist Party, 16 St John Street, London EC1.

... the SNP to tackle 'fundamental problems'

The health of the Scottish people remains unenviably low in spite of Scotland's enviable record in medical education and research, says the manifesto of the Scottish National Party published last week. "Only by tackling the fundamental economic and social problems of Scotland will we make major improvements in the nation's health."

A SNP government will:

- ☐ Protect and expand the NHS. Private beds will be phased out and the encouragement of private medicine opposed.
 - ☐ Reduce prescription charges.
 - ☐ Reform health service administration.
 - ☐ Reduce the use of animals in "frequently unnecessary" experiments.
- "Choose Scotland — The Challenge of Independence", Scottish National Party, 6 North Charlotte Street, Edinburgh.

... and Plaid Cymru a State-run service

Mr Clive B. Reid, Plaid Cymru candidate for Swansea East, says the Party is firmly committed to the health service as a State-run organisation. It is against any form of privatisation and wants to see more investment, particularly in community health centres, rather than in the large district hospitals that can be found in many parts of Wales, said to be inaccessible to sections of the population.

The 38 candidates standing for Plaid Cymru include two pharmacists (see p976) and two doctors.

OTC industry welcomes moves from 'POM to P'

The interest of government and medical opinion is at last being focussed on the benefits, both social and financial, of encouraging enlightened self-medication, says the immediate past president of the Proprietary Association of Great Britain, Mr D.N.A. McLure, in the association's annual report. He welcomes the Government's consideration of the possible release of certain prescription ingredients for sale over the counter.

Mr McLure draws particular attention to the non-prescription medicines industry being "intensively studied and assessed" and cites the World Health Organisation's current research programme into self-medication within Europe and the UK Review of Medicines.

The report features the "international trend towards the release of prescription medicines ingredients to OTC sale", a trend which was set in the United States and since quickly taken up by countries throughout the world.

Emphasis is put on the importance of both industry and government acknowledging "the existence of a more discerning and demanding public and the need for a wider role for self-medication". The report suggests that "the non-prescription medicines industry is obliged to make every effort in ensuring that the necessary products are available".

For there to be a change in the legal status of prescription only ingredients for OTC sale, governments must recognise that "the sometimes cumbersome legislative requirements, designed essentially for the assessment of new chemical substances, should not stand in the way of sensible changes that will benefit the consumer".

Macarthy's plans on parallel imports

Macarthy's managing director, Mr David Wright, says the company has plans to deal with any dramatic changes in the parallel importing situation if they arise; in the meantime, although concerned with the effects on patients, community pharmacists, wholesalers and manufacturers, it intends to observe its understanding of UK law at present.

No parallels

Mr Wright takes exception to some remarks on parallel importing made by Unichem's managing director, Mr Peter Dodd, in *C&D* last week (see p910). He says "May I remind him that before Macarthy's started 'discounting ethicals,' many other wholesalers were offering

POM-P mechanism?

The PAGB and the Department of Health are currently looking to find a suitable mechanism to effect changes in the legal status of such ingredients. Joint negotiations also involve proposed amendments to the Prescription Only Order 1980 and the conclusion of the investigation into the Department's handling of abridged product licence applications.

The report also details the progress of a joint PAGB / Broadcasting Support Services project to promote adult literacy through the distribution of a "You and Your Medicine" leaflet via community pharmacists.

OTC 'self-help'

Guest speaker at the PAGB's annual dinner last week, following the presentation of the report was Mr Norman Hale, head of the Department of Health's medicines division. Mr Hale said the non-prescription medicines industry enables the people of this country to provide themselves with an essential element of self help. "... The industry is also profitable, efficient, provides a healthy surplus to the balance of trade, costs the Government nothing in subsidies — and indeed helps to take pressure off doctors and other NHS services."

Mr Hale outlined in brief the Department's view of a procedure allowing medicines to be taken off the Prescription Only List. He said: "The need for products available to consumers to be as safe and effective as possible, does not mean that consumers must be restricted to a static list of products. It is right that your industry should be permitted to use the most modern drugs available in your products where these are proved safe for the purposes of self-medication."

"To be effective, self-medication cannot rely on Victorian science. Over-the-counter products should be based on modern science," said Mr Hale.

covert discounts and his own company operated a system which offered inducements in return for additional ethical business.

"Of course the discounting of ethicals posed serious problems to retailers and wholesalers... but we certainly did not cast the first stone which started it rippling."

Mr Wright adds that as a pharmacist he is gratified that so many customers have resisted the temptation to purchase goods from these sources for reasons of safety and ethics. "We trust that they will not be penalised by any claw back and that the DHSS will clarify the position at the earliest possible time."

■ Chemist and appliance manufacturers in NI dispensed 1,166,744 prescriptions (718,536 forms) in January at a gross cost of £4,453,089 with an average cost of £6.20 each.

Drinking and driving leads to reprimand

A pharmacist who said he began drinking heavily because his marriage was "on the rocks" was reprimanded by the Pharmaceutical Society's Statutory Committee in London this week following his conviction for drinking and driving.

Dr Victor James Kapur, of Lancaster Drive, Hampstead, was told by Committee chairman Sir Carl Aarvold: "We want to show our grave concern at pharmacists who drink to excess and then drive motor vehicles." But Sir Carl said there had been no suggestion of any complaint about Dr Kapur as a pharmacist.

Mr Josselyn Hill, for the Society, said Dr Kapur had been convicted by Highgate magistrates in November 1981 of driving with excess alcohol in his blood. He had been fined £200 and banned from driving for 18 months. Mr Hill added that Dr Kapur had previously been struck off the Register after being convicted of drugs offences at the Old Bailey in 1968. He had received a nine-year prison sentence and was released in 1973. His name was restored to the Register in 1976.

Dr Kapur told the Committee he had been working as a locum pharmacist for various companies since being restored to the Register and was now employed by John Harley in Shepherds Bush.

Questioned about his title, he said it was a degree he had bought from the United States as "a bit of a joke" and because it "looked nice" on his driving licence. Dr Kapur said he was no longer drinking heavily.

His representative, Mr David Reissmer, said Dr Kapur had rebuilt his life after his conviction at the Old Bailey and had justified the confidence placed in him when he was allowed back onto the Register. His drinking had not impaired his work as a pharmacist or endangered the public.

Pharmacist at risk of striking off

A North Yorkshire pharmacist, who was convicted of stealing from his former employers, stands at "very grave risk" of having his name removed from the Register, the chairman of the PSGB Statutory Committee said this week.

Mr Gerard Burden had been convicted of grave and serious offences of stealing from an employer who trusted him, said Committee chairman Sir Carl Aarvold. However, the Committee was anxious not to make an order until Mr Burden had "appreciated the danger in which he stands." Mr Burden did not attend the hearing and Sir Carl ordered that a transcript of the proceedings should be sent to his registered address.

Continued opposite



The Pharmaceutical Society's annual meeting was again the occasion for presentation of the Charter medals by the president. Recipient of the gold medal was Mrs Estelle Leigh, OBE, a member of Council since 1964 and the Society's third woman president, 1977-78. The silver medal (for services to the Society locally) went to Mr F.J. Reynolds, Birmingham, described by the president as "one of the most active branch members in the country"

Society will try to keep next year's fee increases below inflation rate

The Pharmaceutical Society will try to pitch next year's increases in the retention fees below the expected rate of inflation, the Society's treasurer, Mr J.P. Kerr, told the annual general meeting last week. The increase for 1983, at 6¼ per cent, would probably be at or just below inflation.

Mr Kerr said that 1982 has been a "very stable" year for the Society's finances, with a surplus of £31,000 — compared with a surplus of £169,000 the previous year. The Society's assets now amounted to £5.8m — the Lambeth headquarters, which cost £3.8m, were currently insured for £8.5m.

Publications were important to the well-being of the Society and Martindale was budgeted for sales worth £1.3m in 1983. However, the president, Mr W.H. Howarth, said in presenting the

annual report that only 3,000 (10 per cent) of the membership had taken up the special offer price — half the number who took the previous edition. *Pharmaceutical Journal* subscription and advertising revenue was £13,000 short of costs (compared with a £2,000 profit the previous year).

Mr Kerr expressed further concern about the Benevolent Fund and Birdsgrove House charities. The launching of an appeal, forecast at the 1982 annual meeting, had not gone ahead following consultation with specialist appeals organisers — they warned that the objects of the appeal were too general and that it would not succeed. The treasurer called upon members to support the Fund and commended the example set by pharmacist contractors in Avon who have contributed ½ per cent of their dispensing fees for several years, the amount being deducted monthly through the courtesy of the FPC. Newcastle contractors have recently made a similar arrangement.

Students and manpower

The president recalled that last year's annual meeting had been told of the cuts in pharmacy student numbers recommended by the University Grants Committee. Following a meeting between the Society, the pharmacy working group of the National Advisory Board for Local Authority Higher Education, and the panel on subjects allied to medicine of the UGC, it had been generally agreed that the number of pharmacy students should be reasonably related to manpower requirements.

The annual perceived need would be about 650 full-time equivalents — consistent with the Society's view that there should be a UK student intake of about 1,150, which could be expected to

result in some 900 newly-registered pharmacists each year. This takes into account the growing proportion of women on the Register and the number of pharmacists engaged part-time or not at all in pharmacy.

On practice matters, the president said Council was still concerned about the failure to resolve the problem of bulk prescribing. The DHSS would not take the initiative between the medical and pharmaceutical professions, but if resolution was not soon achieved "other steps" would have to be considered. "The situation cannot continue whereby patients are put at risk or pharmacists are in breach of their contract."

Among only two questions for the platform was one of from Mr J. Harris, Teesside, who noted that no action had been taken on last year's Branch Representatives' resolution that fees for preregistration students should be "pro-rata" — at present they paid £28 to start their registration year, £64 when registering (usually in July or August) and a further £64 the following January. To change the system, the questioner estimated, would cost less than £2 per member. The cost of registration, he said, should not fall on those least able to afford it. The treasurer replied that he had now received further information which Council would consider in relation to other fees.

PSGB Statutory Committee

Continued from opposite page

Mr Josselyn Hill, for the Society, said Mr Burden had pleaded guilty, at Pontefract Magistrates Court in September 1981, to three charges of stealing £15 from Selles Dispensing Chemists, of Barnsley Road, South Elmsall, where he was employed as the pharmacist manager. He also pleaded guilty to one charge of false accounting and asked for a further theft charge to be taken into account. Mr Hill said Mr Burden had been fined a total of £400 and was ordered to pay £1,896 compensation.

Mrs Leigh shares the gold medal honour with her husband Mr Clifford Leigh — perhaps uniquely, Mrs Leigh has been the Society's president and Mr Leigh chairman of the (then) National Pharmaceutical Union



Pharmacists stand in general election

Two Welsh community pharmacists, **Mr Clive B. Reid** of Derwen Fawr, Swansea and **Mr Geraint R. Davies** of Treorchy, Mid-Glamorgan are standing as candidates for Plaid Cymru in the general election. Mr Davies was elected as local councillor for Treherbert in the recent elections and is standing in the Rhondda. Mr Reid is standing as a candidate in Swansea East.

Mr Davies is 34, married with three children and has two businesses, one in Treherbert and one in Treorchy. Before opening up his Treorchy business some eight years ago he worked for Boots and before that in hospital pharmacy.

Mr Reid has a business in Morriston, Swansea which he has owned for 17 years. A family man with three children, Mr Reid previously worked for Allen & Hanbury and Bayer. Until last year he was chairman of both the West Glamorgan Local Pharmaceutical Committee and the West Glamorgan Area Pharmaceutical Committee and a member of the Welsh Central Pharmaceutical Committee. Mr Reid gave up the pharmaceutical offices to concentrate on his political activities.

Mr Eric Fairbrother, MPS, is a candidate for the Social Democratic Party in Blackburn, Lancs (C&D March 19, p479).

Mr L.R. Finucane is the new president of the Proprietary Association of Great Britain. Chairman of Menley and James Laboratories Ltd, and a member of the PAGB Executive Committee for 12 years, he was elected at the PAGB's annual dinner this week in place of Mr D.N.A. McLure, who retired after a two-year term.

Other officers elected are **Dr W.D. Walsh** and **Dr J.B. Spooner** (vice presidents) and **Mr R.J. Pascall** (treasurer).

Death of Sir Gordon Willmer

The late Sir Gordon Willmer became legendary throughout the profession while serving as chairman of the Pharmaceutical Society's Statutory Committee, the present chairman, Sir Carl Aarvold, said this week.

Paying tribute to Sir Gordon, who died on May 17, Sir Carl said: "The high regard in which he was held was symbolised by the award to him by the Society in June 1980 of an honorary

Alternatives

I have found as the years go by, like Mr Gibson of Mansfield ("Alternative medicines," last week), I too tend to become disillusioned at the apparent end-results of the wonders of science as presented in the form of the drugs we dispense. At 44 he is old enough to make his mind up about whether he is disillusioned, but young enough perhaps not to have known first-hand how patients lived — and died — before the advent, for example, of oral diuretics.

It is easy to see and be influenced by all sorts of adverse reports on the unwanted or unexpected results of drug usage, whether verbatim from troubled patients or from vociferous Press and radio reports. Of course we know the feelings of dismay when faced with scripts whose therapeutics, *à la receptioniste*, leave room for doubt, and demand considerable work on our part. And of course we know that same depression when the reps inform us of their companies' latest innovations, which merely look like minor variations on a worked-out theme to our jaundiced eyes.

But if you are a pharmacist, involved in dispensing NHS scripts for your living, a "conversion" to alternative medicines would appear to involve a compromise of conscience. While not abandoning the financial benefits gained by continuing to dispense treatments we say we despise, do we now purport to offer competent advice in fields of therapeutics in which we have no formal training? Despite a personal interest in homoeopathic and biochemic treatments, I have yet to find an acceptable theory for their suggested effect, let alone any method of proving a consistent response.

In moving from our own discipline, which may be an over-chlorinated pool, we could well be setting out to go swimming in a bog, even though the surroundings look prettier. It is *not* enough to lie back in the arms of "belief." The knowledge that the product "won't do any harm" seems a pretty poor sort of excuse for quackery, don't you think?

In a state of disillusion it is easy to lose sight of the reality of the benefits which have become available over the past 30

fellowship." Sir Gordon was the longest serving chairman of the Committee, completing 10 years up to his retirement in 1980.

Sir Carl made his remarks before beginning this month's session of the Committee. He said the Society and Committee had good cause to be grateful to Sir Gordon.

By Xrayser

years. I will not waste time going over them. Just reflect about the way our older population bomb about like teenagers despite their grumbles, in a way unthinkable when we were children.

To imagine it is possible to have 100 per cent health for a whole community is absurd. Apart from genetic factors (which govern such things as life expectancy and susceptibility to particular degenerative diseases), literacy, intelligence, work and life-style affect the performance of all creatures.

I believe our disillusionment is a result of too great expectations of a system which, set up by men of high vision, had inbuilt flaws which demand correction. People were led to believe they had a right to perfect health, and a right to free medical treatment as the means of getting it. It has taken three generations before the truth has begun to surface. The reality of health is a positive acceptance of responsibility for oneself.

It is not an easy option. Not nearly as easy as going to the doctor, who in the role normally assigned to God, is expected to perform miracles at the wave of a prescription. And was led to believe he could, because drug companies were able to present him with genuinely effective products of phenomenal power. There should be no surprise that with capitation lists of 2,000-3,000 patients, caution appropriate to the responsibility proves impossible to exercise. The system is wrong, not necessarily the products. And, more important, our role was wrong too, being seen by everyone, including ourselves, as merely that of pill-packers. How stupid could we get!

But in spite of this I don't see how we can opt out into the mystical realms of magic. Our real choice is to accept our responsibilities as pharmacists. Talk to people who want to know more. Talk about diet. Talk about smoking. Talk about education. Encourage self-responsibility. Talk to doctors. Change the general perception of what health is about and where our modern drugs can play a useful but calculated part in improving the quality of life. I think that is what pharmacy is about. Not peddling an infinite variety of vitamin and food products marketed (yes, for profit) by firms just as interested in money as any of the now despised drug companies.

Mr Josselyn Hill, who appears for the Society's Council at the hearings, told the Committee that Sir Gordon would be sadly missed.

Tribute was also paid by Mr Gordon Appelbe, head of the Society's law department, who said Sir Gordon had always been scrupulously fair to all those who appeared before him.

Pure Fruit. It's going to be big.



With no added sugar.

Pure Fruit. A new range of pure fruit baby foods from Heinz that's going to be very big indeed.

Because Pure Fruit is the only range that offers mothers a completely pure fruit product, with nothing taken away and (most important) no added sugar. There are 6 delicious flavours-just enough to give mothers the variety they want for their babies, but for little more than 1 foot of shelf-space.

It's just what mothers have been asking us for. And we'll be telling them it's arrived in full-colour magazine ads and a national thirty-second TV commercial we know they're going to love.

And we're sure you wouldn't want to disappoint them.

Pure  **HEINZ Fruit**



Wash twice - Rinse twice.

MOST OTHERS ARE A WAS

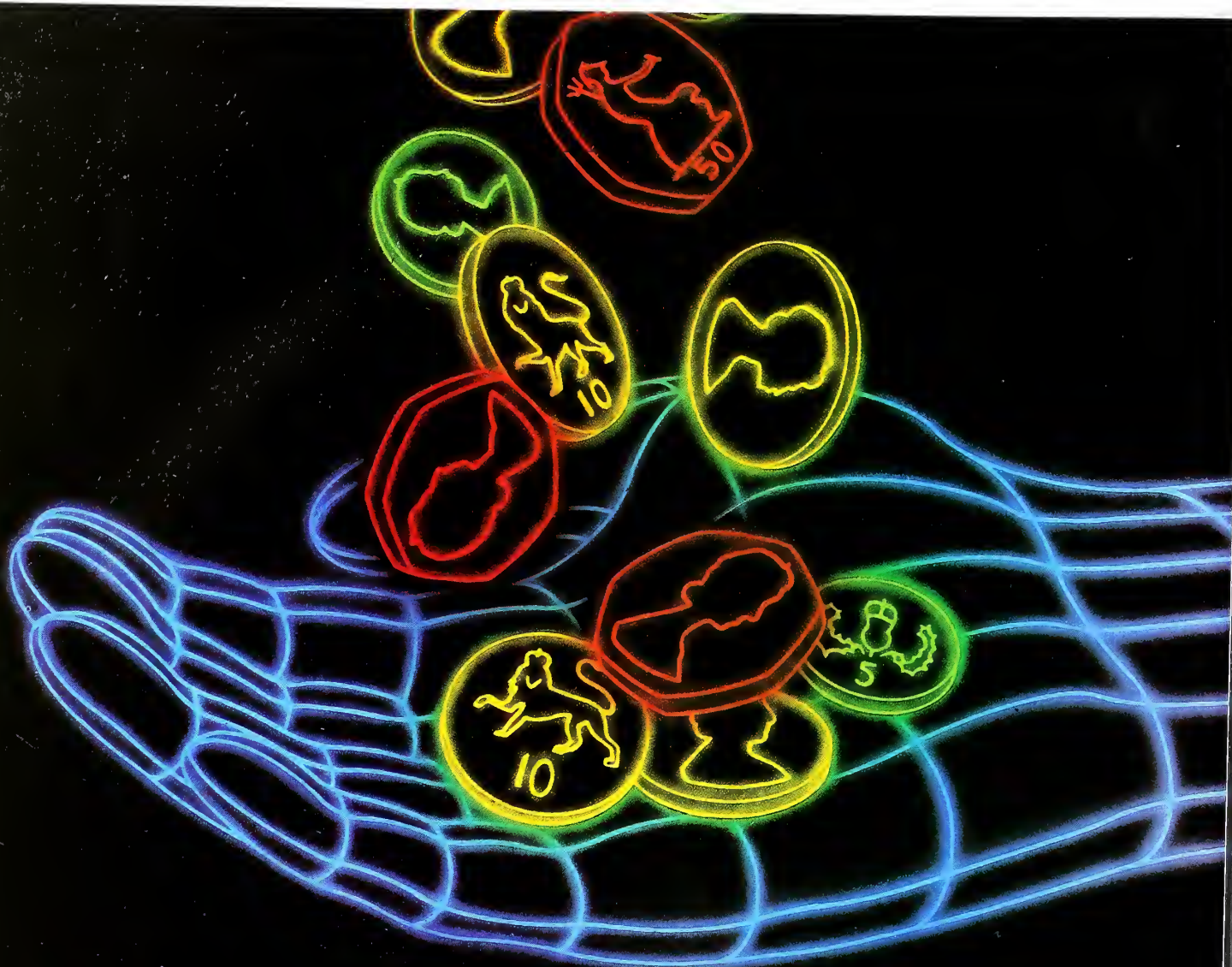
At Supersoft, we've halved the time it usually takes to wash hair. Thanks to our new shampoo called Supersoft Once, you only need one application to leave your hair looking and feeling perfectly clean. This is because it has a special water-softener which works up a



SHAMPOOS OF TIME.

creamy lather in one wash, instead of two. We'll be telling ladies about this short cut in a £2,000,000 National TV Campaign starring Sharron Davies and Duncan Goodhew.

Once you've tried it, other shampoos will be a waste of time.



£850,000 National TV means a bigger hand with your profits

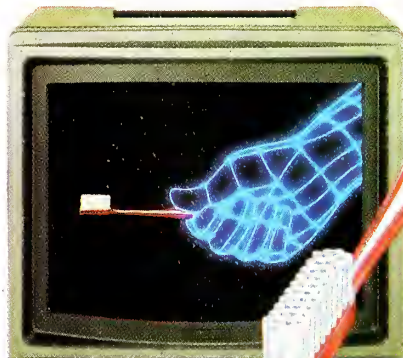
Here's the proof that no other toothbrush manufacturer does more for your sales and profits than SENSODYNE:

SENSODYNE has a proven track record of success on TV. In fact, it is already the fastest growing professional brand.

Now SENSODYNE SEARCH is being backed by the biggest ever TV campaign for toothbrushes with a National spend of £850,000. Add to this our biggest campaign yet aimed at dentists, and our total advertising spend is well over £1 million.

Independent research proves over 3 times as many dentists prefer the design of SENSODYNE SEARCH to other

TV starts 6th June



newly-launched brushes.

Stock SEARCH now – when TV was tested in London last year sales increased by a staggering 173%*.

Sales of all other SENSODYNE toothbrushes soared too – pushing SENSODYNE's overall brand share ahead by an incredible 50%*.

So make sure you're well stocked with the entire range – and enjoy the most dynamic sales ever from SENSODYNE.

Act Now. TV starts 6th June. There's great pre-TV bonus deals and free display stands.

*Nielsen Retail Audit.

Sensodyne Search

The biggest spending toothbrush range on TV

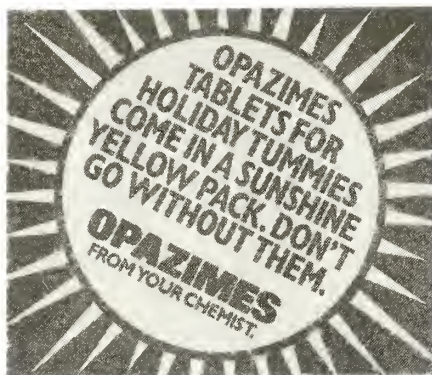
Opazimes campaign heralds Wigglesworth 'relaunch'

A long term advertising campaign for Opazimes is to lead to a "relaunch" of the Wigglesworth range of chemist-only household medicines. Promotional support for Opas, Emoform, and Vesagex will follow in the next few months.

For the past year, Wigglesworth have been undergoing a transformation (following a change of ownership in July 1982), with relocation of manufacturing from Westhoughton to sister company Regent Laboratories in North West London causing some supply problems. These having been overcome, the new marketing team is determined to increase the impact of the company's long-established brand names.

Theme for the first campaign is "Opazimes tablets for holiday tummies. Come in a sunshine yellow pack. Don't go without them." Only small spaces are being taken in the national Press — but the message is carried within an eye-catching "sun" (see illustration) which will be located among editorial matter. Space has been booked in the *Sun*, *Daily Mirror*, *Daily Record*, *Sunday Mirror*, *Sunday Express*, *Sunday Mail* and *Sunday People* for the June-July burst, and further campaigns are promised for later this year and the Spring of 1984. The aim is for high-frequency exposure — coverage of 76 per cent of all adults and 77 per cent of all adults taking holidays abroad, with over six "opportunities to see" in the June-July campaign.

The "sun" design is reflected on point-of-sale outers and a further POS aid is a dispenser of stickers for the car dashboard which carry a "Belt up or get locked up" reminder — plus an Opazimes



"Sun" message featuring in Press advertisements and on POS units

message. To the pharmacist, Wigglesworth are stressing that Opazimes is the only "holiday tummy" remedy to contain the four active ingredients morphine, belladonna, kaolin and aluminium hydroxide. "Generous" trade terms are said to be available direct or through the recently-completed salesforce of 20 representatives and agents which now covers the UK. Terms will shortly be offered also on the Willocare range of packed goods.

The whole Wigglesworth range is now manufactured at Regent Laboratories — a major contract manufacturer and producer of generics sold as "own-label" by several large pharmaceutical wholesalers. Both Wigglesworth and Regent were formerly subsidiaries of Guinness Peat. Acquired by Executive International SA last year (*C&D* July 31, p215) their resources have been brought together and expanded. To Regent's tableting expertise has been added

capacity for manufacturing liquids (oral and external) and creams (including toothpaste), while Wigglesworth's marketing operation has been revitalised under Jim Cameron, MA, BSc (Pharm).

General manager R.W. Richards, BPharm, FPS, says: "We are now in the process of a drive to re-establish the Wigglesworth name and products in the marketplace; we have the momentum, drive and energy backed by a substantial manufacturing and technical base." Regent have some 160 employees and produce over 1,000 million tablets and capsules a year. The group's non-executive chairman is Mr R.M. Patel, who has a long association with the industry as former owner of Kenya Overseas Co Ltd. *Wigglesworth 1982 Ltd*, Cunard Road, Acton, London NW10.

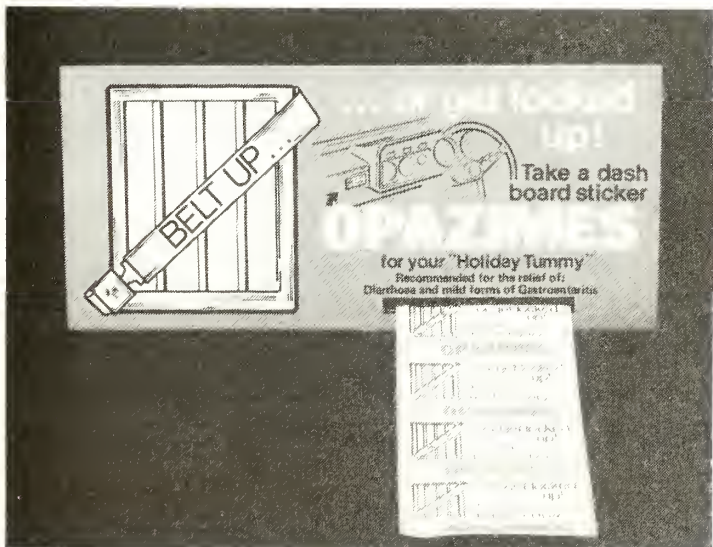
Fabergé sign up Zandra and Daley

Fabergé have signed up Zandra Rhodes to create a new women's fragrance and decathalon Olympic gold medalist Daley Thompson to promote the repackaged Brut 33 range. A £1m television and cinema commercial featuring Daley breaks in June. It is anticipated the Zandra Rhodes fragrance will be launched next Spring. Fabergé see the move being in line with their marketing strategy "to vigorously pursue entrées into better department and speciality store fragrance counters." *Fabergé Inc*, Ridgeway, Iver, Bucks SL0 9JG.

ON TV NEXT WEEK

Ln London	WW Wales & West	We Westward
M Midlands	So South	B Border
Lc Lancs	NE North-east	G Grampian
Y Yorkshire	A Anglia	E Eireann
Sc Scotland	U Ulster	C1 Channel 1
BT Breakfast Television		C4 Channel 4

Askit powders:	Sc
Aspro Clear:	All areas
Bic razors:	All except U,E,C1,We
Blakey's wholemeal slymbred:	All C4 areas
Cidal soap:	Bt
Clairol Caresetter heated rollers:	Lc
Dentu-hold:	All areas
Glints:	All except Ln,So,A,M
Maws Wipers:	All except A,We,B,E,C1
Odor Eaters:	Ln
Polaroid Sun cameras:	All areas
Polyfoam:	Ln,M,Lc,Y
Pond's cold cream:	Bt
Scholl Soft Step sandals:	All areas
Unichem incontinence service:	All except U
Zest toilet soap:	Y,NE,A



Dispenser for car dashboard safety stickers

COUNTERPOINTS

Tri-ac goes national after ten-month test market

Tri-ac acne treatment, launched into test market in the Central and Harlech television areas last August by Elida Gibbs, is now being launched nationally (C&D August 7, p236).

Containing ethyl lactate, Tri-ac is claimed to be at least as effective as five

per cent benzoyl peroxide preparations yet not so harsh on the skin.

The test market, say Gibbs, was an outstanding success with consumer off-take "very brisk", generating a 19 per cent market share for November / December — a share that was maintained

in the early part of this year. Tri-ac is available in two sizes (75ml, £1.59 and 125ml, £2.19).

The acne treatment market is estimated to be worth £15m rsp with only 45 per cent of sufferers using an acne product. Gibbs argue that this is because most OTC acne treatments tend to be ineffective and, while those based on benzoyl peroxide are reasonably effective, they prove to be harsh on the skin.

Tri-ac, they claim, reduces redness, often within hours, clears spots — with a visible improvement within five days — and helps prevent new spots forming. To support the national launch Gibbs have allocated £1m which includes television advertising in August and a teenage and women's Press campaign from October. Both sizes come in displays of one dozen. Counter leaflets will also be available.

Tri-ac is marketed under the house name of Gibbs Pharmaceuticals Ltd and is a Pharmacy-only product. *Gibbs Pharmaceuticals Ltd, Portman Square, London W1A 1DY.*

**For 25 years
the first choice of doctors**

CERUMOL®

the most effective way of loosening ear wax

CERUMOL is also available to customers over the counter. When your customers ask your advice about 'blocked ears', you know you can recommend CERUMOL with confidence.



proven in practice

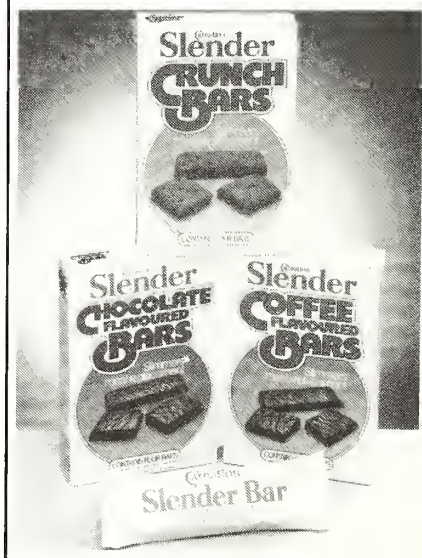
Cerumol is a trade mark



Dropping the H...

A new size Helancyl kit, Elancyl, comprising a massage glove with soap and a large tub of massage cream (200g instead of 95g) is now available (£13.50). A 16-page booklet covering the Methode Helancyl will be available shortly. *Concept Pharmaceuticals Ltd, 59 High Street, Rickmansworth, Herts WD3 2DA*

Carnation are introducing a four-bar pack of Slender meal replacement products, the equivalent of two complete meals (£1.25). Available in chocolate and coffee flavours and in crunch bars, the new style packs come in outers of 18. *Carnation Ltd, Danesfield House, Medmenham, Marlow, Bucks SL7 2ES*



Laboratories for Applied Biology Limited 91 Amhurst Park London N16 5DR



Philips Small Appliances have produced a general purpose display unit for window or in-store use. Seven different header cards are available covering specific promotions or product groups including Summer holidays, Christmas, Wedding and Father's Day gift ideas, Philips Ladyshave and double action. Philips Small Appliances, Drury Lane, Hastings, E. Sussex

Pickles-Soothake in as Orajel goes

An oral gel containing benzocaine (7½ per cent) and clove oil (4 per cent) has been introduced by Pickles. Soothake will sell for £0.70 (£4.38 trade for an outer of 10). It was originally sold by Patons of Southport but Pickles have now bought the product licence and trademark.

Pickles have discontinued the sale of Orajel. *J.J. Pickles, Beech House, 62 High Street, Knaresborough, North Yorks HG5 0EA.*

Two more disc models from Halina

Halina have added the Halina 102 and 118 disc cameras to their UK range, extending it to seven.

Retailing at under £12, Halina say the 102 is the lowest priced disc camera available and suitable for the first-time young camera buyer. It features a shutter release that both fires the shutter and activates the automatic wind-on mechanism. The 102 takes a standard flip-flash, requires no batteries and has an f4 12.5mm lens.

The 118 comes between the 108 and 208 in the range, say Halina. Equipped with a built-in electronic flash and motor drive it retails for around £21. It has a standard Halina f2.8 12.5mm coated glass optic. *J.J. Silber Ltd, Engineers Way, Wembley HA9 0BE.*

Watching the IPC women's Press

The following column lists advertisements for chemist merchandise due to appear in the IPC women's Press. The magazines used as a basis have been divided into three categories — weeklies (W), monthlies (M) and magazines aimed at the younger end of the market (Y). The monthly magazines covered are the July editions due to appear mid-June.

Albion Simple soap:	M,Y	Inecto:	W
Ashe Labs Mint Cool:	W,M	Johnson & Johnson Carefree:	Y
Sherleys:	W,M	Children's hair conditioner:	W
Sucron:	W	KY Jelly:	W,M
Vitapointe:	W,M	Toothbrushes:	M
Associated Products Quickies:	M	Kimberly-Clark Boutique:	Y
Bayer Natrena:	M	Dayfresh:	M,Y
Vita-Fibre:	W,Y	Maxi-Dry:	M
Beauty Basics:	Y	GR Lane Quiet Life:	W,M
Beechams Airwick:	W	Larkhall Labs Cantassium:	M
Animal Health:	M	Lipcote:	W
Pure & Simple:	W	Lilia White Lil-lets:	Y
Shaders & Toners:	Y	Stick-on:	W,M,Y
Bowater-Scott Libra:	M	Louis Marcell eyelash dye:	M
Bristol Myers Clairol range:	Y	One Touch:	M
Glints:	W,Y	Strip Wax:	M,Y
Brodie & Stone Jolen:	Y	Prince Matchabelli:	M
Carnation Corn Caps:	W,M	Mentholatum Stop 'n' Grow:	W
Carter Wallace Arrid:	Y	Milupa baby food:	M
Discover 2:	M,Y	National Pharmaceutical Association:	W,M
Nair:	Y	Neutrogena:	Y
Pearl Drops:	Y	Numark:	W
Chanel:	Y	L'Oreal Duo-tan:	W
Chattem Mudd:	Y	Freestyle:	Y
Chefaro Bergasol:	M	Velvet:	W
Chesebrough-Ponds Cutex:	M,Y	Pedigree petfoods:	W,M
Cocoa butter:	Y	Pharmagen Pharmaton:	M
Cold cream:	W,M	Phillips Kitzyme:	M
Hawaiian Tropic:	Y	Pickles ointment:	M,Y
Clarins:	M	Piz Buin:	M
Clinique:	M	Plough Coppertone:	W,Y
Colgate Soft & Gentle:	M,Y	Maybelline:	W
Dental Cream:	M	Proctor & Gamble Pampers:	M
Combe Lady Grecian:	W	Reckitt & Coleman All Over Softly:	W
Lanacane:	W,M,Y	Bonjela:	W
Concept Helancyl:	M	Deep Fresh shower soap:	M
Klorane:	M,Y	Steradent:	M
Crookes Hermesetas:	W,Y	Nina Ricci:	M
DDD Deep Down:	Y	Richards & Appleby Buf Puf:	Y
Dentinox gel:	M	Nailoid:	Y
Stain Devils:	W	Richardson Vicks Oil of Ulay:	M
Dendron Blisteze:	Y	Aqua Sun:	W,M,Y
Elida Gibbs Harmony:	Y	Rimmel:	W,M,Y
Mentadent P:	M	Robins Chapstick:	Y
Gillette Aapri:	Y	Roc:	M
Goya Savlon:	W,M	Rochas:	M
Sally Hansen:	W	Helena Rubinstein:	M
Health & Diet Symbred:	M	Scholl:	W
Waterfall:	M	Shulton Choc-de-Cardin:	M,Y
ICC Compound W:	Y	Smith & Nephew Nivea sun preparations:	M,Y
Anne French:	W,Y	Sterling Health Delrosa:	M
Immac:	Y	Tampax:	W,Y
Preparation H:	M	Thompson Aquaban:	W,Y
		Bran-slim:	W
		Slimline:	W,Y
		Unicliffe Limmits:	Y
		Warner Lambert Dentyne:	Y
		Polycolor:	Y
		Wella:	W,M,Y
		Zena cosmetics:	M

André Philippe



For the very best in Bubble Bath Gift Packs

Sales Home and Export - Ring 01-736 2194/736 2397

Shulton step up promotional activity

From June 1 a series of promotions are available on the Cardin fragrance range. A 30ml Choc de Cardin eau de parfum spray (£4.95) will be available in a self-sta unit and a trade gift of a Choc bath towel in dark blue and pink is available with every opening order for the recently introduced bath gel and body lotion. A display showcard is available for POS support.

At the same time Pierre Cardin pour monsieur will carry a travel wallet promotion. Containing a 40g soap, 60ml shampoo and 25g talc the wallet is free with any purchase of the standard 55ml

aftershave lotion (£8.25). Counter units will hold 12 aftershave lotions and 12 wallets together with a tester spray. A merchandiser is also available holding four of each of the three new lines — soap, talc and deodorant — plus 50ml sprays and testers.

For Ma Griffe, the 55g parfum de toilette atomiser (rrp £10.75) will be available for £6.95 and comes supplied in a gondola merchandiser of 24.

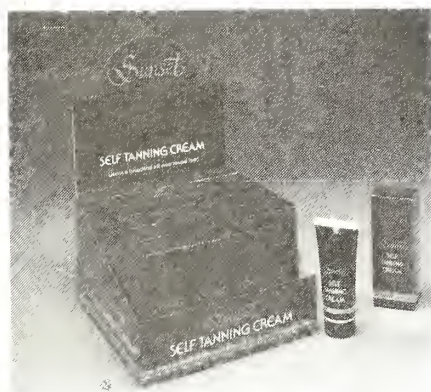
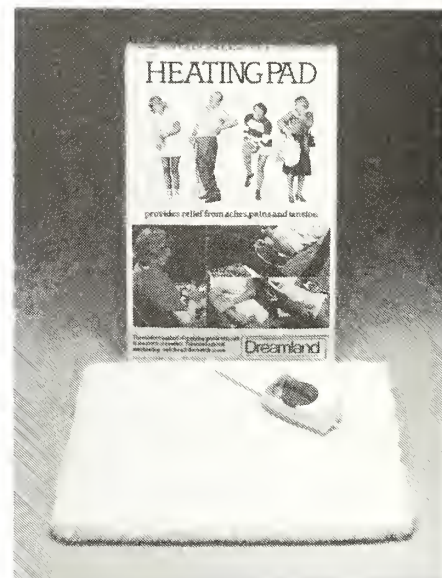
Meanwhile the Choc de Cardin perfume range will feature in a £50,000 Summer advertising campaign in the women's Press. Colour pages will appear in *Cosmopolitan*, *Woman's Journal*, *Options*, *Over 21*, *Company*, *Harpers & Queen* and *Woman's World* from June through to August. A pre-Christmas build-up is also planned to start in October. *Shulton (GB) Ltd*, *Shulton House, Alexandra Court, Wokingham, Berks RG11 2SN*.

Dreamland heating pad and blanket

"1983 — the year of the heating pad" is the theme of Dreamland's promotion for their electronically controlled heating pad.

Designed for the relief of aches, pains and tension the heating pad will retail for around £12, says the company. It can be wrapped around the joint or muscle and features a choice of three heat levels. The pad has a removable simulated-lambswool cover which is washable.

Promotion for the pad will progress nationally during the Autumn after a



Browned off?

A self-tanning cream is now available from Sunset Marketing Ltd. Following ten years in the hosiery trade, managing director Alan Smeaton found that younger women were showing a preference for the bare leg look, especially in Summer — hence the introduction of the Sunset self-tanning cream (100ml tube, £2.99) which, the company says, is non-greasy, does not streak and produces a natural looking tan. *Sunset Marketing Ltd, PO Box 25, Leyland, Preston*.

Six item range of babycare products

A new range of babycare products are now available from Leon Greenfield. The Dr Fischer range comprises baby cream (£1.48), baby (soapless) soap (£1.25), baby (tearless) shampoo (£1.78), baby lotion (£1.72), baby oil and baby bath oil (both £1.98) and baby sun protection SPF8 (£2.05).

Discounted introductory packages containing 30 assorted products and a counter display unit are available from *Leon Greenfield Ltd, 1 Ash, Kembrey Park, Swindon, Wilts SN2 6UN*.



Spring start in London and the South East, says the company.

Dreamland managing director, Mr George Driscoll, comments: "If the heating pad sold at the same level in the UK as in the USA, Canada, Spain and Germany we would be looking at a potential market of 800,000 sales per year."

In June Dreamland are introducing a heated overblanket measuring 83 by 84in featuring an automatic heat control, with 11 settings, which switches off the blanket should it become overheated. The blanket is designed for all-night use and retails for around £56. *Dreamland Appliances Ltd, Shore Road, Hythe, Southampton*.

SCOTCHEM'83 THE SCOTTISH RETAIL CHEMISTS EXHIBITION
The McLellan Galleries, Sauchiehall St, Glasgow 10-12 July 1983.

INFORMATION and ADMISSION TICKETS from:

TRADES EXHIBITIONS LTD, Exhibition House, Spring St, London W2 3RB. Tel: 01-262 2886.

The Soft Sell



Tendasoft Panty Pads is now available in striking new modern feminine packs.

— Elegant and sophisticated — Stylish and contemporary.

— Featuring the feather – the NEW symbol of softness and comfort.

PLUS – stronger branding and prettier colours for greater on-shelf impact.

And for your customers – ‘Tendasoft’ reassurance
– the last word in softness, comfort and confidence.

Tendasoft Panty Pads from



Committed to Growth

A member of the Smith and Nephew Group

Two-stage chemist-only promotion for Eucryl

LRC Products are to run a chemist-only promotional programme for Eucryl toothpowder. Two competitions are planned — one commencing next week and a second in the Autumn. This follows the repackaging of the brand in April (C&D April 2, p560).

With the theme "Get the Eucryl smile and bite the Big Apple," the first competition has two prizes — one for the retail trade the other for the consumer — of an expenses-paid week for two in New York, flying out on Concorde. Consumers have to match four mouths with teeth marks in an apple and complete a tie-breaker while the retailer has to answer four simple questions on Eucryl and again complete a tie-breaker.

A display stand holding both product and leaflets for the competition is available as are showcards, posters and shelf-talkers. Closing date for the first stage of the competition is August 31.

Rod Mallinson, LRC marketing controller, believes the competition will further expand Eucryl's estimated 5 per cent share of chemist sector sales: "Since 1978 Eucryl sales have consistently grown faster than those of the dentifrice market as a whole and we believe that this trend will continue. Consumer interest in the specialist sector has been stimulated by advertising and promotional activity and we expect the 'Bite the Big Apple' competition to further develop Eucryl's strong consumer franchise."

The company argues, however, that many retail chemists are missing out on the opportunity of incremental business offered by this specialist sector. While chemist distribution stands at around 85 per cent many outlets do not stock all

By answering four simple questions and completing a tie-breaker chemists stand a chance of winning a week for two in New York. A second competition is open to consumers and will be promoted at POS.

three flavours. LRC calculate that currently smokers original accounts for 40 per cent of sales, smokers fresh 28 per cent and regular mild mint 32 per cent.

Future growth in Eucryl sales, it is anticipated, will come from young female consumers — research shows that 67 per cent of new Eucryl users since 1979 were aged 20-30, and 60 per cent of all Eucryl users were female. *LRC Products Ltd, North Circular Road, Chingford, London.*



Aquasun campaign

A £300,000 advertising campaign for Aquasun is currently breaking in the women's Press. With the theme "These girls are wearing swimsuits", the message will be carried through on the display unit, shelf edgers, window stickers and neck tags. To aid consumers choosing a sun preparation, leaflets are also available at POS featuring a tan plan chart.

The advertisement recently caused a stir when Iris Burton, editor of *Woman's Own* refused to accept it for publication on the grounds it was "too erotic." For admirers of the advertisement the company has produced car stickers. *Richardson Vicks, Egham, Surrey.*



A non-greasy Germolene antiseptic cream has been test launched in the Granada region. Television advertising will run from July through to September and again during December and January. Display trays holding twelve units will be available. Beecham Proprietary Medicines, Beecham House, Great West Road, Brentford, Middlesex

Almay lipstick launch

Almay are to launch a new moisture-rich lipstick range in June. Comprising twenty four fashionable shades (twelve creme and twelve frosted), the lipsticks have a glossy 'moisturising' texture and come packaged in gold and black lipstick cases (£2.25). *Almay, 225 Bath Road, Slough.*

Five minute face mask from Vichy

Vichy are launching a five minute complete face mask which "combines the advantages of different types of mask into one product to give results which are instantly visible." The face mask is claimed to deep cleanse, brighten the skin and smooth out small lines in just five minutes. Available in two versions — one for dry / sensitive skin and one for normal / combination skins, the 30ml tube (£3.95) is sufficient for 5/6 applications. Vichy recommend a once weekly application.

Promotional packs of Vichy eye make-up remover lotion are currently available containing 40 free Demak 'Up pads. *Vichy (UK) Ltd, 15 Nuffield Way, Abingdon, Oxon OX14 1TJ.*

WON
May 7 1967 34



£1.25 million support!

Tendasoft Panty Pads, the softest most comfortable towel is being supported with a new hard hitting advertising and promotional campaign.

Sensational full colour ads in women's magazines featuring the first use of 'gatefolds' for a Sanpro brand! — Over £500,000 in the second half of 1983.

PLUS a fantastic *full* cash refund consumer offer – “The Tendasoft Challenge”

And - a superb introductory FREE stock deal for YOU!

In all, over £750,000 of promotional support.

Adding up to the heaviest support EVER for a stick-on towel brand.

So feather your nest – Stock Tendasoft Panty Pads!



Committed to Growth

A member of the Smith and Nephew Group

NEW AQUAFRESH 3. W



TH GO FASTER STRIPES



HERE'S WHY NEW AQUAFRESH 3 WILL GO SO MUCH FASTER

New Aquafresh 3 is a revolutionary new toothpaste.

Its unique three stripe all-in-one formula:
fights plaque and gum disease
protects against tooth decay
gives fresh breath

Now you can stock the brand that suits
all your customers' needs.

Test market research indicates that
Aquafresh 3 will double its current share of the
toothpaste category.

And we're putting £4.5 million support
behind new Aquafresh 3 this year. Because
we're as fast as you to back a winner.

New Aquafresh 3. The all-in-one toothpaste.

BEECHAM TOILETRIES
MOVING IN THE RIGHT DIRECTION



Pick up more profit.

Now Pampers Mini and Super are in Carry Cartons too!

Since its launch only five months ago, Pampers Maxi Carry Carton has proved to be a Maxi success and is now the best selling Pampers size. Now here are two great new additions to the Pampers Carry Carton range – Pampers Mini and Pampers Super. Pampers mums who carry home Pampers Carry Cartons will carry on using Pampers right up till nappy days are over. Stock and display Pampers Carry Cartons and you carry off more profit.

Chefaro double up with Confirm

A new home pregnancy kit is launched this month, featuring a double test. Called Confirm and marketed by Chefaro, the kit is based on the detection of the hormone HCG in the urine of pregnant women, using an agglutination inhibition test.



Women's attitudes to home pregnancy tests show that many prefer the reassurance provided by a double test pack, say Chefaro. In addition, because some pregnant women do not build up enough HGC in the urine to give a positive reading in two days after a period has been missed, it is important to provide the back up test. The two tests are packed separately in plastic cartons inside a cardboard outer (rsp £5.45). Confirm is 98 per cent accurate if the test is performed on or after the fifth day after a period should have started, the company claims.

Introductory discounts of 25-33 per cent are being offered (the higher discount depending on dual stocking of Predictor). A magazine advertising campaign aimed at the younger market starts in September and will run through into next year. Advertisements will appear in *Cosmopolitan*, *Company*, *19* and *Look Now*. At point of sale, apart from the display outer, window stickers will be available. *Chefaro Proprietaries Ltd*, Science Park, Milton Road, Cambridge.

3M offer 24-hour retail D&P service

3M have extended their developing and printing services to include retailers, complementing their Gratispool mail order and Supasnap retail shop activities. Colourpoint branded film will be sold alongside Kodak to back the 24-hour turn round of work the new division says it can offer from five laboratories at Reading, Northampton, Blackpool, Glasgow and Cambridge (for "more specialised work"). The films will have a retail price of £1.69 for 126-24, 110-24, 135-24 and £1.99 for 135-36.

Point-of-sale and display items carry Colourpoint livery as do the film cartons and print wallets. The wallet includes information on enlargements and reprints, and encourages safe keeping of negatives in a detachable storage section. The dealer envelope is colour coded so as to be clear and easy to fill in, says the company. A customer receipt advises when the work may be collected, and includes space for a dealer overprint if required.

Dealers can also benefit from local radio advertising and introductory consumer incentives (such as a free enlargement worth around £1 with each D&P order). The company says it will work individually with retailers to tailor advertising and incentives to precisely suit their own operations. *3M, United Kingdom plc*, (photographic division), 3M House, PO Box 1, Bracknell, Berks.

We offer more than a bad taste
We offer you mouthwatering profits



PLUS The biggest advertising spend
* The No1 selling brand
* A big bonus offer
* Special Consumer Incentive

AND NOW
Double strength Stop 'n Grow is the brand leader by far and outspends all other brands. There's a free stock bonus of 13 charged 12, plus 6 million 10p-off consumer coupons offer to be advertised in *The Sun*, *Woman's Own* and *Jackie* during June and July and redeemable only through chemists. Now's the time to stock...

STOP 'n GROW

The Mentholatum Co. Ltd.,
Longfield Road, Twyford, Berks.

Lancôme in Summer

Les Aquatiques is the Lancôme Summer make-up "look" which includes two new shades of waterproof mascara — sea-green lagon and sapphire blue marin (£5.25), together with rouge cymbale lipstick (£3.95) and matching nail varnish (£3.75). *Parim Ltd, 14 Grosvenor Street, London W1X 0AQ.*

June offers from Vestric . . .

Special offers from Vestric during June include Colgate, Lil-lets, Kleenex for Men, Elastoplast, Limara bodyspray, Zest soap and Steradent tablets. These and other monthly promotions are featured in Vestric's national promotions booklet. *Vestric Ltd, West Lane, Runcorn, Cheshire WA7 2PE.*

. . . Unichem . . .

A range of counter products will be available in four separate Unichem promotions in June. The third Top Ten cash bonanza with a £1,000 first prize will run from June 1-30 and includes Brut 33, Delrosa, Durex, Elnett hairspray, Kotex Simplicity, Lil-lets, Limara bodysprays, Ostermilk and Osterfeed, Polyfoam and Snugglers.

The members' offer promotion running from June 16-30 includes Angiers Junior Aspirin, Alberto Balsam conditioner and shampoo, All Clear shampoo, Bodymist aerosol, Colgate Dental Cream and Colgate blue minty gel, Chapstick, Cream Silk, Diocalm, Dextrosol, Dentifix, Deep Fresh foam bath, Dentu Hold liquid, Eucryl, Germolene, Henara gloss shampoo, Immac, Imperial Leather talc, shower foam and bath foam, Fresh & Dry aerosol, Lanacane, Libra, Lypsil, Mentadent P, Odoreaters, Pharmaton capsules, Pears soap, Radox salts, Sure and Sure for Men, Shine aerosol conditioner, Whistling Pops and Zest soap.

Sundries available during June are Sensodyne toothbrushes, Oral B toothbrushes, Prewetts fruit bars, natural bran and Muesli, Newtons chiropody sponges, Red Kooga Ginseng range, Grangewood herbal medicines, Addis hairdresser and gents range together with the baby brush.

Unichem products available from June 16-30 are Unichem pleated wool, saccharin BPC, bathcare, petroleum jelly, feeding bottle steriliser, childrens diarrhoea mixture and antiseptic cream.

Unichem House, Cox Lane, Chessington, Surrey.

. . . and Barclays

Included in the Barclay Enterprise Top Tier promotion for May 30-June 25 are Cow & Gate Stages 1 and 2 babyfoods and yoghurts, Bristows hairspray, Johnsons baby powder, Cosifits toddlers, Polyfoam perm, Pennywise, Belle Color and Belle Blonde, Cream Silk, Elastoplast economy, Nivea creme, Right Guard and Vosene. *Barclays, PO Box 97, 19c Orgreave Close, Sheffield S13 9NT.*

Medihaler Ergotamine

Manufacturer Riker Laboratories, Morely Street, Loughborough, Leics LE11 1EP

Description Creamy-white suspension in pressurised container. Suspension contains ergotamine tartrate 9mg/ml in aerosol propellant and delivers 75 measured doses, each containing 360mg of ergotamine

Indications Rapid relief in migraine, recurrent vascular headache, histaminic cephalgia and occipital neuralgia

Dosage Adults and children aged 10 or over: one inhalation at the first sign of attack, to be repeated after five minutes if necessary. No more than six inhalations should be taken in any 24-hour period. The maximum dose in one week should not exceed 15 inhalations. Not recommended for children under 10 years. The inhaler should be shaken before use

Contraindications Septic conditions, coronary disease, peripheral vascular disease, renal or hepatic dysfunction, hypertension or pregnancy

Side effects May cause nausea and vomiting. Muscular pain may be occasionally experienced

Overdosage Acute poisoning is rare. Symptoms are nausea, vomiting, diarrhoea, thirst, coldness of the skin, rapid and weak pulse, confusion and unconsciousness. Treatment is symptomatic

Pharmaceutical precautions Should be stored at 0-5°C (at which it has a shelf life of two years) until dispensed. Once dispensed shelf life is six months

Packs Pressurised vial containing 75 doses £3.48 trade

Supply restrictions Prescription only
Issued May 1983.

Higher strengths for MST Continus

Two additional strengths of MST Continus tablets, indicated for the control of severe, intractable pain, will be available from June 1. MST Continus 60mg are orange film-coated biconvex tablets, containing 60mg morphine sulphate in a controlled release system. The tablets (50, £31.94) are marked "Napp" on one side and "60mg" on the other. The 100mg tablets are grey, film-coated and biconvex, contain 100mg of morphine sulphate, and are marked "Napp" on one side and "100 mg" on the other (50, £50.57). The new strength

will reduce the number of tablets being taken by those patients who require higher doses. The legal category is POM/MDA. *Napp Laboratories Ltd, Hill Farm Avenue, Watford, Herts.*

Nova T IUD

A "long life" intrauterine device has been introduced by Schering. The Nova T uses copper wire with a silver core, so that as the copper dissolves the wire does not fragment and lead to reduced contraceptive efficacy. The product is licensed for use for up to four years.

The very flexible arms on the device mean that it can be inserted with a small diameter insertion tube, causing less irritation. The Nova T is not listed in the Drug Tariff but may be supplied through family planning clinics (£9 trade). *Schering Chemicals Ltd, Burgess Hill, West Sussex RH15 9NE.*

Stemetil packs

The present pack of 5 × 5mg Stemetil suppositories is being replaced by a pack containing 10 × 5mg suppositories (£3.16 trade, rsp £4.74 + VAT). *May & Baker Ltd, Dagenham, Essex RM10 7XS.*

Dibenyline colour

SK&F Dibenyline capsules will be changing colour from the existing ruby-red, double marked "SK&F," to ruby-red and opaque white. All other details remain the same. *Smith, Kline & French Laboratories Ltd, Welwyn Garden City, Herts.*

Velosef in blisters

Velosef capsules (20s) in both the 250mg and 500mg strengths are to be blister-packed in two strips of ten capsules. At present the packs consist of five strips of four foil-wrapped capsules. The 100s packs will remain in bottles. *E.R. Squibb, Reeds Lane, Moreton, Merseyside.*

Cox generics

The following have been added to Arthur H. Cox generic range: metformin 500mg tablets (500, £11.33), penicillin V syrup 125mg/5ml (100ml, £0.44), penicillin V syrup 250mg/5ml (100ml, £0.58). *Arthur H. Cox Ltd, Whiddon Valley, Barnstaple, Devon EX32 8NS.*

Two counter- measures against diarrhoea.

Imodium TRADEMARK

P

loperamide hydrochloride 2 mg

for the rapid relief
of diarrhoea

Dosage: see enclosed leaflet

Imodium TRADEMARK

P

loperamide hydrochloride 2 mg

for the rapid relief
of diarrhoea

Dosage: see enclosed
leaflet

4 capsules

8 capsules

**New handy packs
for counter prescribing
from Janssen.**



Further information is available on request from:
Janssen Pharmaceutical Limited, Janssen House, 1 Chapel Street, Harlow, Essex, SSG1 1ET
Tel: Harlow (06284) 71744 Telex: 847788



The products you at the prices you

Only Vestric can offer you the right products, the right prices and that's not all:

VESTRIC DELIVERS

Vestric offers a fast reliable delivery on all OTC products and a same day, twice a day service on ethicals. It's all thanks to Vestric's national distribution network with 5 distribution depots serving 29 branches and a fleet of 360 vans. Vestric delivers in other ways too with a wide variety of facilities which includes the Vestric Chemist's Practice Loan Scheme.

THINK LINK

Link is a complete business system, order entry and prescription labelling facility consisting of a microcomputer, VDU and printer. It's an ideal way to promote all-round efficiency in the pharmacy. It's easy to operate, leaves the assistant free to do other things and eliminates errors and duplicate orders. Link also aids better stock control and faster delivery.

VANTAGE POINTS

The Vantage scheme allows chemists to compete against

Vestric

VANTAGE

Vestric Limited, West Lane, Runcorn, Cheshire, WA7 2PE

Offers available 25th May - 30th June 1983. E&OE



Need ant

...ples whilst retaining their independence.
...include special members only offers, national
...ng support, point of sale display kits, Vantage
...l range and a series of staff training courses.
...ke to know more about Vestric, send the
...ow.

...ke to know more about the following Vestric/Vantage

...an account with Vestric
...ic Chemist's Practice Loan Scheme

...taff training scheme
...EVER APPLICABLE

CD28/5

...urn to John Kerry, Marketing Manager,
...Department, Vestric Limited, West Lane, Runcorn WA7 2PE

PRODUCT			TRADE			R.S.P		
			Normal Price	Vestric Price	Vantage Price	Normal Price	Vestric Price	Vantage Price
AMICAMAR	66% Extra Free Pack - 250ml for 150ml							
Shampoo	Dry, Greasy, Normal	12 x 150ml	-	6.84	6.54	1.13	.79	.75
camay	Soap 6 Bar	12 x Bath	-	11.16	10.86	-	1.23	1.20
colgate	Regular/Blue Minty Gel	48 x Std	-	8.64	8.28	-	.25	.24
MFP Fluoride Toothpaste	Regular/Blue Minty Gel	48 x Lge	-	12.60	12.00	-	.36	.35
	Regular/Blue Minty Gel	36 x Ex Lge	-	13.14	12.51	-	.50	.48
	Regular/Blue Minty Gel	24 x Fam	-	10.80	10.32	-	.62	.59
FAIRY	Soap 6 Bar	12 x Bath	-	10.44	10.14	-	1.15	1.12
Kleenex	For Men	24 x 100	12.90	10.28	9.94	-	.58	.56
	Super 3	24 x 66	12.90	10.66	10.18	-	.60	.58
	Facial Tissues Reg. White, Coloured	24 x 150	10.98	9.32	8.91	-	.53	.50
	Kit Towel Coffee, Fern, White	12 x Twin	7.10	6.02	5.75	-	.68	.65
Lil-lets	Mini	48 x 10	-	14.04	13.44	-	.41	.39
	Regular	48 x 10	-	15.00	14.28	-	.43	.41
	Super	48 x 10	-	16.32	15.60	-	.47	.45
	Super Plus	48 x 10	-	17.40	16.56	-	.50	.48
	Mini	24 x 20	-	13.56	12.96	-	.78	.75
	Regular	24 x 20	-	14.52	13.80	-	.84	.79
	Super	24 x 20	-	15.60	14.88	-	.90	.86
	Super Plus	24 x 20	-	16.86	16.08	-	.97	.93
	Mini	12 x 40	-	12.48	11.88	-	1.53	1.46
	Regular	12 x 40	-	13.32	12.72	-	1.53	1.46
	Super	12 x 40	-	14.52	13.83	-	1.67	1.59
	Super Plus	12 x 40	-	15.52	14.82	-	1.79	1.70
LIMARA	Golden Day/ Green Summer/ Wild Orchid/ Yellow Moon/ Oriental Garden	6	4.785	3.81	3.63	1.21	.88	.84
Pampers	All-in-one Nappies	12 x Mini	-	27.96	26.70	-	2.74	2.62
		12 x Norm	-	29.88	28.50	-	2.93	2.79
		12 x Sup	-	27.60	26.28	-	2.71	2.58
		18 x S/Plus	-	24.48	23.31	-	1.60	1.52
		18 x Maxi	-	26.82	26.65	-	1.75	1.68
	Carry Carton	3 x Maxi	-	19.32	18.45	-	7.58	7.24
		4 x Super	-	25.76	24.60	-	7.58	7.24
		4 x Mini	-	25.76	24.60	-	7.58	7.24
Panty Pads	Regular (24 + 6 free)	1 x 10	-	9.84	9.41	-	.45	.43
	Super (24 + 6 free)	1 x 10	-	10.92	10.44	-	.50	.48
	Super Plus (24 + 6 free)	1 x 10	-	12.00	11.46	-	.55	.53
SR	Toothpaste	36 x Std	9.62	6.66	6.39	39	.26	.25
		36 x Lge	13.57	9.18	8.72	55	.35	.33
		12 x Econ	6.50	4.32	4.14	79	.50	.48
		12 x Fam	8.14	5.40	5.22	99	.62	.60
Steradent	Powder	12 x Lge	-	7.41	7.14	1.02	.85	.82
		12 x Med	-	5.19	5.01	.70	.60	.58
		12 x Small	-	3.06	2.97	.42	.35	.34
	Tablets	12 x 50	-	8.91	8.58	1.21	1.03	.99
		24 x 30	-	11.70	11.16	.79	.67	.64
		24 x 20	-	7.80	7.56	.53	.45	.44
	Fixative	12 x Lge	-	6.69	6.45	.92	.77	.74
		12 x Small	-	4.44	4.26	.60	.51	.49
	Brush On	12	-	6.24	6.00	.87	.72	.69
	Deep Clean	24	-	11.70	11.28	.79	.67	.65
	Fresh Toothpaste	12 x 100ml	-	8.70	8.40	1.12	1.00	.97
		12 x 50ml	-	5.46	5.28	.70	.63	.61
Sunsilk	20% E/V Packs: Dry, Flyaway, Normal, Greasy (not available in E/V pack)	12 x Lge	8.623	6.12	5.85	1.09	.70	.67
Vespré	Press-on Towels							
	Regular, Deodorant	24 x 10	11.349	9.00	8.58	-	.52	.49
	Regular, Deodorant	12 x 20	10.495	8.34	8.04	-	.96	.93
Zešt	Soap Single	72 x Bath	-	14.140	13.68	-	.26	.25
VANTAGE	Baby Wipes	12 x 70	8.78	-	7.392	1.07	-	.89
Available to Members only	Mansize Tissues	24 x 100	9.92	-	9.06	.54	-	.51

ONLY OPAZIMES COULD MAKE SUNSHINE YELLOW LOOK GOOD IN BLACK AND WHITE.

OPAZIMES
TABLETS FOR
HOLIDAY TUMMIES
COME IN A SUNSHINE
YELLOW PACK. DON'T
GO WITHOUT THEM.

OPAZIMES
FROM YOUR CHEMIST.

...this. It was
...won custody
...children and
...adjust to the
...task of play-
...father main-
...r while main-
...his funny man-
...as the creator
...he Goon Show.
...I was only three at
...time and I don't
...call it at all,' says
...ile, now 25. 'In fact
...I don't even remember
...my real mother, and
...we haven't really had
...any contact with her
...at all.

...suggest that we wrote in-
...vitations to the badgers
...and squirrels.
...We would on really
...write them have to
...tiny pieces of paper and
...stick them in holes in
...the trees and in burrows
...in the ground.
...Clearly Spike's daught-
...ers are very fond of him
...but even they find his
...bouts of depression dif-
...ficult.

...But his melancholy
...moods can be sparked off
...by even apparently trivial
...things, says Sile.

**'He ordered
mushrooms'**

This is the bright, cheerful message going out to
all your customers in a big national press campaign
for the holiday season.
So give your shelves a lift with the sunshine
yellow pack right now, before the holiday rush.
There's a valuable trade bonus for you when
you do.

Wigglesworth (1982) Ltd., Cunard Road,
London
N.W.10.

A WILLOCARE PRODUCT

24

OPAZIMES
control gastric upsets

Telephone Karen in the Sales
Dept. on 01-965 3637
ext 6 for details.

BRM supports change to all-pharmacist ownership

The Pharmaceutical Society's branch representatives meeting last week urged the Society to limit pharmacy ownership to pharmacists and to seek a legal requirement that prescribers write dosage instructions on all prescriptions.

The representatives also wanted the Society to press for curbs in the industry's incentives to doctors and voted to abandon the STV system of electing Council members. And, for a second time, they carried a resolution urging Council not to allow free movement of pharmacists in the EEC until there is rational location of pharmacies in the UK.

Cardiff and South Glamorgan Branch called on the Society to instigate a policy whereby pharmacy ownership is limited to pharmacists or companies whose directors are all pharmacists. Proposing the motion, Mr P. Dalrymple said it was incongruous that the NHS could enter into a formal contract for professional services with a person who was not professionally qualified. Pharmacists had a legal and ethical duty to uphold standards and these standards were in danger of being compromised when the pharmacy owner was not qualified. Pharmacists often found themselves being pulled one way by their employers and another way by the Society.

Neither quick nor easy

Mr Dalrymple appreciated that the move to all-pharmacist ownership would require a change in the law which would be neither quick nor easy. "But surely it would be a step forward and worth a fight," he argued.

Mr N. Wood, Chelmsford, agreed that such legal changes could take a generation at least. The profession would need to create new pressure groups and wholeheartedly support them in their campaigns to convince the political parties that change would be in the public interest.

Mr M. Burden, Leics, while not opposing the motion, pointed out that not all "bad pharmacies" were owned by non-pharmacists and that some of the best pharmacies were owned by unqualified people. Mr G. Jessen, Northumbrian, was pessimistic about the possibility of legal changes, because "at least one organisation" would oppose them. However, Mr D. Evans, Gwent, thought it might be done by challenging weaknesses in the present "clumsy contract." The motion was carried by a large majority.

East Metropolitan Branch once again put forward a resolution that Council should press to withhold free movement of pharmacists in the EEC until a suitable form of distribution was introduced into the UK. Proposing, Mr R.G. Worby said that the BRM had overwhelmingly supported a similar resolution two years ago yet Council had chosen to ignore it. All other European pharmaceutical organisations wanted free movement of pharmacists and rational distribution of pharmacies, he said; the Society alone was willing to accept the former without the latter, arguing that it would be unfair to prevent free movement of its hospital and industrial members who might wish to work abroad.

Mr Worby pointed to the dangers facing the whole profession, not just community pharmacists, if the UK became a "Mecca" for pharmacists from the six European countries which already controlled distribution — Denmark, Holland, Belgium, Luxembourg, Italy and France. There were vast excesses of pharmacists in Italy, France, Greece and in Spain, which was soon to join the EEC. A large influx of such people to the UK would create unemployment, not only in general practice but in hospitals and the industry, and the whole profession would be starved into mediocrity or worse.

Mr Worby did not believe some Council members' assertions that European pharmacists would not wish to immigrate; migration to the UK had always been popular with Europeans, the catering industry being a notable example. "We cannot stand by and see this country opened up as a refuge for all those who cannot freely open pharmacies in their own countries."

'Leapfrogging bonanza'

Seconding the motion, Mr A. Asher said pharmacy was already in the midst of a "leapfrogging bonanza" and it was doubtful whether the basic practice allowance would halt the most damaging health centre/group practice leapfrogger. To accept free movement without control of distribution while six out of ten EEC countries had control would be to "sell our profession as well as ourselves down the river."

Giving Council's view, Mr Colin Hitchings, vice-president, said that the European Parliament's Legal Affairs Committee was proposing that free movement should at first apply only to salaried pharmacists. Future proposals would deal with the self-employed.

Council had considered the proposal and, while accepting that it might solve some immediate problems, realised it could be challenged in the European Court [if, for example, a French pharmacist employee in the UK later sought to buy a pharmacy and his registration was refused (*C&D* April 16, p692) — Editor]. While Council would press for rational location, it could not be accepted as a precondition for free movement. Mr Hitchings added that the Society was not alone in its view — a European body of industrial pharmacists and an association of hospital pharmacists also felt the same way.

However, when put to the vote, the motion was carried unanimously.

Curbing incentives

King's Lynn Branch proposed that the Society should make strong representation to the British Medical Association to curb "the misuse of NHS monies" through pharmaceutical manufacturers offering incentives to physicians, in particular dispensing doctors. Mr K. Jenkins said manufacturers were offering material inducements ranging from extra discounts to lavish hospitality in return for the purchase, prescribing and dispensing of their products. The doctor either prescribed and dispensed the original medicine at high cost, or prescribed and dispensed a generic equivalent and pocketed the "backhanders." Either way, he won.

'Inability to distinguish'

Mr Jenkins maintained that the Department of Health's inability to distinguish between the supply of goods and services was costing the taxpayer officially £14 million a year, unofficially up to £40 million, the difference accounted for by giving away stock and discounts. It was imperative to bring pressure on the BMA "to make a pronouncement on the ethics of the supply of medicines by doctors and, more particularly, the financial incentives which tempt them to let profit influence their prescribing." The motion was carried.

Two resolutions aimed to improve prescription writing. Somerset Branch proposed that Council should state a date from which any prescriptions lacking full dosage instructions should not be dispensed, while Thames Valley Branch proposed that Council should try to make it a statutory requirement that the dose and frequency be inserted by the prescriber on all prescriptions.

Mr D.J. Greenwood, Somerset, deplored the appalling standard of

Continued on p1001



UNBEATABLE

With a massive £1 million

After 10 Years at the top we're celebrating with . . .



A £1,000,000 TV and Cinema campaign commencing June.



And new packaging that will make us unbeatable for the next ten years.



A new personality, Olympic Decathlon Champion, Daley Thompson.



Because nothing beats the great smell of Brut.



FIGURE 6



INTRODUCING

Horizon

A brand new deal for the D&P retailer



HIGH QUALITY-24 HOUR DEVELOPING & PRINTING

Effective, high quality window dressing & point of sale to attract new customers.

A new D&P service

Horizon comes from Master Photo Finishers Ltd. — the retail arm of one of Britain's largest photo finishers. Using the most modern processing facilities in the country, we offer a comprehensive service to the independent, traditional retailer.

A better D&P deal

We offer you, and your customer, a better service.

Better quality, ensured by the very latest computerised technology.

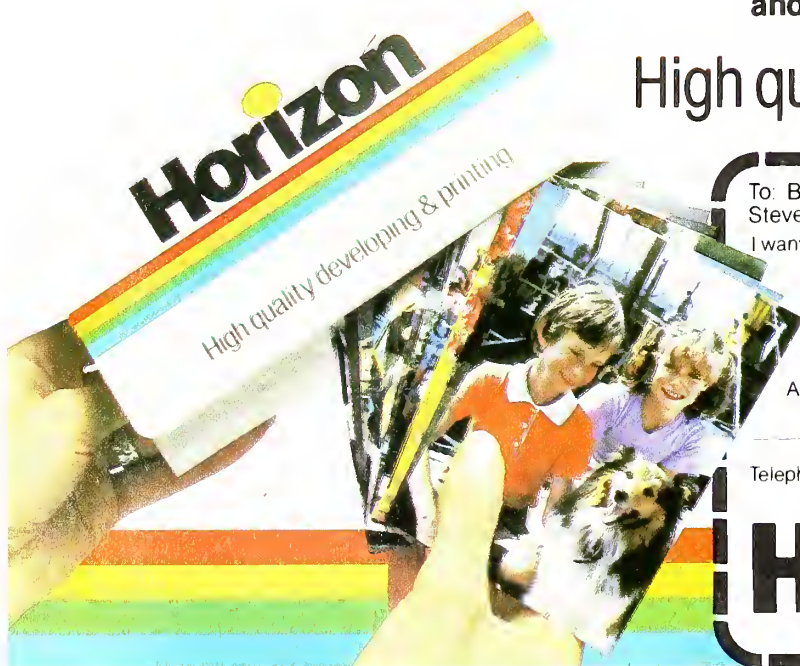
A flexible price structure to optimise your margins, yet keep prices highly competitive.

A fast service—a 24 hour turnaround for all popular films.

Horizon Colour Films bringing extra profit and D&P sales. Plus, of course, helpful and efficient staff and systems to provide backup and assistance.

Find out more about boosting your profits with Horizon. Ring Brian Taviner on (0438) 4461. Or cut out the coupon and return it today.

High quality developing & printing



To: Brian Taviner, Master Photo Finishers Ltd., Argyle Way, Stevenage, Herts SG1 2AR.
I want to know more about widening my profit margins with Horizon.

Name

Trading name

Address

Telephone CD1

Horizon

BRANCH REPRESENTATIVES' MEETING

Continued from p997

Moves to improve script directions

prescriptions issued, many originating from receptionists and showing little evidence that the prescriber had ever seen the form. He thought there should be a system of cancelling such prescriptions so that they could not be dispensed until written properly. Pharmacists were putting their house in order by planning to type labels so doctors should not shirk their responsibilities either.

However, Mr M. Burden, Leics, and Mr J.B. Millar, Dorset, were concerned that patients would suffer by being "batted" to and from dissenting professionals. Mr Millar suggested that pharmacists should talk over the problem with their local doctors and make sure they received correctly written prescriptions. If all pharmacists took this action locally it would help solve the problem nationally.

But Mr Greenwood replied that only by patients being inconvenienced would the public become aware of the problem and doctors remedy it. He did not see why pharmacists, as professionals, should be obliged to provide a safe pharmaceutical service through the auspices of unqualified receptionists.

When put to the vote, the Somerset motion was lost by a large majority, but the Thames Valley motion was carried.

STV rejected

A resolution seeking a return to the "X" system of voting for Council members was carried by 118 votes to 109. Proposing on behalf of Glasgow Branch, Mrs B.C. Montgomery pointed out that since the introduction of STV in 1976 the percentage of pharmacists voting in the Council elections had fallen from 35.7 to 26.2. She believed this lack of interest was not due solely to apathy but that many pharmacists had difficulty placing candidates in order of priority. It was much easier to select a group who could contribute equally.

Speakers opposing the motion pointed out there was no proof that STV had caused a decreased poll. Mr R. Odd, Hull, thought a better approach would be to retain the system and encourage all pharmacists to fill in their voting papers.

Stirling and Central Scottish Branch failed to convince the meeting that packs of pharmacy only medicines should bear a supplementary label to be initialled by the pharmacist at the time of sale. Mr K. Gray said it would be a way to ensure that pharmacists were involved — and seen to be involved — in the sale of medicines. He urged pharmacists to try the system as he



"I wonder who's idea it was to write that bunch into the script?"

and his father had done some 10 years ago — "you will see that it works."

However, other speakers pointed out that less scrupulous pharmacists might initial batches of medicines in advance and leave them for assistants to hand out. The motion was lost.

Also lost was a motion that "current attempts to solve the problem of the profession's image by throwing money into public relations activities are counter-productive." Proposing, Mr J. Ashford, South West Metropolitan, thought the NPA campaign in women's magazines was reaching the wrong audience and that a regular pharmacist character on "The Archers" would do the profession more good than any Press campaign. He amused his audience with examples of how this pharmacist-hero could create excitement in Ambridge by recalling faulty oxygen cylinders and how outrage could result from the dispensing doctor giving "our Nora two different nerve tablets in an income tax envelope."

Mr Maxwell Gordon, member of Council, said the programme's producer was approached two years ago but decided it would not be feasible to fit such a character in the series in a credible way.

Mr F.J. Reynolds, Birmingham, believed that the motion as it stood amounted to a vote of no confidence in a very competent public relations department and should be rejected. It was defeated almost unanimously.

The following were among other resolutions carried:

- ☐ Members of the Society holding a doctorate should not be discouraged from using the title doctor.
- ☐ The Society should control further education for pharmacists by setting up an education and training department.
- ☐ The Society should initiate postgraduate vocational training schemes which must be completed satisfactorily before a pharmacist can assume sole

charge of a pharmaceutical unit.

☐ The low salaries offered to some preregistration graduates in private pharmacies are unacceptable and Council should ensure a minimum salary is offered before the establishment is approved for training purposes.

☐ If the Society writes to a body corporate conducting a retail pharmacy, a copy of the letter should also be sent to the superintendent pharmacist.

☐ Expenditure of £12,000 on a logo design is excessive and to be deplored.

☐ Council should urge the Government to make blood-glucose testing reagents and equipment available free on NHS prescription to diabetics.

☐ In view of the problems encountered by some elderly patients with child-resistant containers, the exemptions to the scheme should be publicised.

☐ Council should form a parliamentary committee with the other major organisations in pharmacy.

☐ Council should examine ways of improving the inspector's power to deal with substandard pharmacies.

☐ All registered premises should receive the current "Medicines and poisons guide," the cost being included in the premises retention fee.

Among the motions lost were:

☐ Council should form a Community Pharmacists' Group.

☐ Action should be taken to abolish compulsory membership of the Society as most pharmacists derive little from it.

☐ In view of the Society's agreement to the Clothier Committee recommendations, a vote of censure should be made on Council for failure to implement provisions of its Charter: "To maintain the honour and to safeguard and promote the interests of the members in their exercise of the profession of pharmacy."

If he's got hay fever, here's one treatment he won't sneeze at.



Actifed Tablets. Each one contains an antihistamine (triprolidine) plus pseudoephedrine. Together, they'll quickly and effectively relieve the misery of hay fever.

But what happens when the hay fever season comes to an end? Happily, you can continue to recommend Actifed Tablets.

Because when it comes to colds and flu, they'll also provide rapid and effective relief.

What with the oncoming hay fever season and Britain's history of cold summers, Actifed Tablets are something no pharmacist can afford to sneeze at.

Presentation: Each tablet contains 2.5mg Triprolidine Hydrochloride BP and 60mg Pseudoephedrine Hydrochloride BP. **Indications:** Symptomatic relief of upper respiratory congestion in the common cold, hay fever, vasomotor and allergic rhinitis, acute sinusitis, otitis barotrauma. **Dosage:** Adults and children over 12 years: 1 tablet three times a day. **Contra-indications:** Actifed is contra-indicated in persons hypersensitive to pseudoephedrine or triprolidine and in those under treatment with MAO inhibitors and within 2 weeks of stopping such treatment. **Precautions:** Although at recommended dosage pseudoephedrine has virtually no pressor effects in normotensive subjects, Actifed should be used with caution in patients with cardiovascular disorders including hypertension. May cause drowsiness which, in some patients, may be potentiated by alcohol or other central sedatives. **Cost to retailer:** £0.57 for 12 tablets (PL3/5003). Further information is available on request. **Wellcome Consumer Division,** The Wellcome Foundation Ltd., Crewe, Cheshire.



Wellcome

Why you should bank on a well-prepared case

Whether the pharmacist is asking for financial assistance from his wholesaler, or negotiating directly with the local bank, he will be expected to have thought his proposals through and have supporting evidence to hand. This piece — contributed by Midland Bank — looks at preparations you should take before that all-important first interview.

You may have come across the idea that banks are reluctant to lend to the small independent company. This, of course, is not true. We are in business to lend money, and no banker in his right mind is going to want to see a viable proposition going elsewhere.

What may be at the root of this idea is the undoubted fact that banks are going to apply more stringent criteria to the smaller company than to the very large one. No matter how efficiently such a firm is run in terms of productive use of resources, we have always to bear in mind that its sheer lack of size makes it more vulnerable to economic pressures.

It has also recently been suggested that smaller business customers are often unaware of the methods employed by banks in evaluating propositions and, therefore, they are not always able to present their case to best advantage.

As bankers, we do need to understand what makes your business tick, and would like you to appreciate what is going on in our minds when you approach us for finance to develop your business. The better informed you are about the view from our side of the fence, the greater the chance that we will meet your requirements.

Fundamentally, any lending arrangement involves such basic criteria as the integrity, ability, and solvency of the borrower. Personal judgment and knowledge of the customer, coupled with past conduct of the account will invariably confirm the first; the second can be demonstrated by the customer's presentation of his case backed up by relevant business information, past accounts and forecasts.

Often a visit by the bank manager to the customer's business premises will help. The third is a matter of examination of the latest financial position of the business.

The initial interview is likely to involve a number of questions. Primarily the bank manager needs the following details of your scheme:

☐ Purpose of the advance:

Possibly you require short-term money. You may, for example, need to cover temporary financing of stocks. If this is what you need, then we will lend on an overdraft basis. However, if you are planning to acquire new premises, extend existing buildings, or purchase new fittings, a medium term loan may well be the best-suited form of finance.

One important rule of good financial management is to be sure you raise the right sort of finance. You must take care not to try to fit a long-term project into short-term finance as this is bound to create some financial strain. It is all a matter of "financial gearing" which the bank manager will be happy to discuss.

☐ Amount required:

You should be able to demonstrate your need for the amount requested with a cash flow forecast covering the whole period for which bank assistance is sought. Cash flow forecasts are becoming increasingly important.

☐ Source of repayment:

It is essential that the source of repayment



be known. It helps the banker if you can show how the money requested will assist profitable growth, and illustrate the means by which the business will produce the necessary cash flow to cover both interest and repayments.

You should expect to make available a series of audited accounts by which the past record of your business can be judged, together with a cash flow forecast, the credibility of which may well be construed in the light of past performance.



Details of any assumptions made in the cash flow should also be disclosed. More attention is now paid to cash flow forecasts and most banks have designed forms enabling these to be compiled without difficulty.

☐ Resources of the business:

As bankers we will encourage you to ensure the capital resources of your business are adequate for the level of activity undertaken. Prudence suggests safeguarding liquidity and solvency to avoid a business being adversely affected — perhaps to the stage when a collapse could occur due to unexpected setbacks or economic recession. While your bank manager will generously back the right sort of business prospect, it is not his function to encourage you towards financial ruin.

☐ Security:

While many overdraft facilities are provided unsecured on the basis of integrity, ability and capital resources, a banker may well seek supporting security. This will depend on the underlying strength of a proposition, its nature and the information supplied by the customer.

Strangely enough, the question of security or collateral is relatively low in the priorities of a bank manager when considering a borrowing proposition. On being provided with all the above information, your bank manager should know the essential financial facts regarding your business and therefore be able to assess any risks in lending you money. It is upon this assessment that he would base his request for any security. Although the offer of security is a way of demonstrating good faith, the only purpose served by taking security is the acquisition of an asset that the lender could sell if the debt were not repaid according to the agreement.

A good banker would not lend at all in circumstances where he doubts either the intention or the capacity of his customer.

It must be stressed that more attention is now paid to matching a financial need with the appropriate source of funds, thereby seeking to ensure that no adverse liquidity arises which could imperil the business.

Not so very long ago the reaction of a bank to a request for funds from an independent customer would have been merely to think in terms of an overdraft limit. While this is still a very important weapon in the financial armoury of the banks, today the bank manager would be more likely to consider offering the customer a co-ordinated package of financial services. ■

ANOTHER WAY OF MAKING MONEY FROM YOUR PHARMACEUTICAL QUALIFICATIONS.

Your professional qualification now qualifies you for something else. An unsecured loan with no repayments for up to 25 years.

Too good to be true?

Well, we do have certain qualifications, the first of which is that you are a qualified pharmacist.

The second is that you arrange a Self-employed Pension Plan with us. Now we know you are not even dreaming of retiring yet, so this plan is not only about money for your old age. It is also about money for today.

It works like this.

Once you have taken out a pension plan you qualify at the same time to apply for a loan from the Bank. Then, for as long as you keep your pension going, the repayments can be deferred until you finally take your pension benefits.

The Tax Advantages.

The money you put into your pension plan each year attracts full tax relief. £300 off every £1,000 invested, if you pay tax at the standard rate. And even more, if you are a higher rate tax payer.

All the time your investment fund is building up, it is not taxed.

And you save more tax when you take the pension. You can take a lump sum completely tax free and your pension is taxed as earned rather than unearned income.

Depending on what you use the loan for, you could well gain tax relief on the interest as well.

All in all, it is a very tax-efficient package both in what you pay in and what you take out.

The Loan Advantages.

You can borrow up to 15 times your annual contributions plus where appropriate, up to 100%

of the amount you have already invested into your pension fund.

Your loan could be a few thousands, but it could also be a few hundred thousands. Of course, however much you wish to borrow, you will have to meet normal banking requirements.

It is ideal, for example, if you need capital to expand your practice or to buy into a partnership.

What is more, the Bank may well make the loan to you without any security.

The reassurance of your professional qualifications may be enough.

And if you do not qualify for an unsecured loan then the Bank may well be prepared to lend to you on a secured basis.

Interest is charged at 2% over Barclays Bank base rate, although you can arrange a fixed rate loan if you wish. So, if you are a qualified pharmacist and need the facility of a loan and the security of a pension, why not ring us today on 01-248 9155 or fill in the coupon below.

LOAN FACILITY

I would like full details about the Personal Pension Plan and Loan Facility for self-employed practitioners.

Name _____

Address _____

CD/28/5 Tel: _____



BARCLAYS LIFE

PART OF THE BARCLAYS UNICORN GROUP.

Hand this coupon in to any branch of Barclays or send it to Barclays Life Assurance Co. Ltd., FREEPOST, London EC4B 4BH.

(NO STAMP REQUIRED)

Fishing for funds in the wholesaler pool

The "big four" wholesalers all operate their own loan schemes, each hoping to draw more customers into their particular fold. The schemes vary in their detail of operation and the requirements placed on borrowers, however, so it's well worth doing your homework and shopping around.

Barclays offer both existing and potential customers the facility of frozen accounts, extended credit or longer term finance. Frozen accounts — allowing repayment to be deferred for three to six months — are most commonly used where an established trader wishes to add an extra shop to those he already owns. Typically involving sums from £10,000 to £30,000, the frozen account is often used to purchase initial stocks when setting up a new business. Monthly repayments are arranged over the following three to six months, with the customer usually foregoing discount in order to offset interest.

The company's other extended credit arrangements tend to be used by those wishing to expand their business by means other than acquisition. A typical offer involving Barclays' normal 30 day terms would defer payment to 60 days, thus freeing money for use as working capital. In this way an April 30 order, normally payable at the end of May, would not become due until June 30. Customer discount is cut by 2 per cent to defray interest. Barclays say some 25 per cent of their business in value terms is now conducted on a 60-day basis. In certain cases, 90-day terms can also be arranged.

Where long-term finance is required, Barclays can offer loans repayable over a

The company put no percentage requirement on purchases, but expect to become the borrower's premier wholesaler. Finance for all Barclays schemes comes from within the company.

Extended credit

Macarthy's company finance scheme is centred on a Lloyds bank loan for which the company acts as guarantor, and extended credit on the first month's purchases. Exact arrangements will vary from case to case, but typically payment may be frozen altogether for three to six months, with instalment repayments being made over the following months. Site assessment and shop design services are also available.

Applications will be considered either from first-time buyers or from those wishing to expand an existing business, although Macarthy's say "easily two thirds" of loans agreed have involved a first venture. This may include the older pharmacist who now feels it is time to strike out on his own.

Prospective borrowers are expected to provide some 30 per cent of total capital themselves, and will also be required to undertake a personal guarantee. Macarthy's caution against the pharmacist "mortgaging himself up to the hilt" in order to secure such a guarantee, however. Interest will be set at 2½ per cent above Lloyd's base rate, with the loan likely to run from five to seven years. Macarthy's require that 75 per cent of goods stocked by the company be purchased from them for the loan's duration, and reserve the right to inspect the borrower's accounts at any time.

Help in taking a case before the bank is available. Typically, the amount of loan involved would be around £40,000.

Macarthy's also operate a finance scheme in conjunction with Industrial & Commercial Finance Corporation. Under these arrangements, Macarthy's provide an introduction to the corporation, who may then be able to arrange loans or other suitable finance. Further advice and

assistance from Macarthy's may be made available as the application proceeds.

Backing independence

Unichem formalised their loan guarantee scheme by arrangement with ICFC in January 1981.

Since then some 250 guarantees have been finalised, amounting to around £10m. Since its launch the scheme has been expanded, and now involves all the major clearing banks.

While Unichem and ICFC place no formal limits on amount or duration of loan, the society quotes an average figure of some £50,000, with loans normally running for some five to ten years.



ICFC will usually look for a capital contribution of some 20-25 per cent from the pharmacist. Financial assistance may be available from Unichem here, however. Interest payable will depend on the individual's negotiations with ICFC. Unichem's role in the scheme is basically to provide a guarantee for the loan, but help from the society's accountants may be available in preparing a case prior to interview.

Only Unichem members will be considered for the scheme, and borrowers are required to place 70 per cent of their pharmaceutical wholesale purchases with Unichem for the duration of the loan.

"The object of the scheme is to promote and encourage independent pharmacy in this country," says managing director Peter Dodd. "To this end any proposition will be considered: business acquisition, working capital, expansion, modernisation, refits and so on."

Practice scheme

Latest addition to **Vestrie's** financial package is the pharmacist's practice loan scheme launched last December (C&D November 20, p960). Often used by younger pharmacists with little financial experience, the plan has attracted over 700 inquiries to date, with applications for some £1.5m referred to the banks.

Borrowers are offered extended credit

Wholesaler schemes continued on p1006



maximum of five years, with interest set at 2 per cent above base rate. These loans must be secured against business or personal assets, however. Size of loan is negotiable, and may vary between £20,000 and £100,000, although figures of around £30,000 are most often involved. Prospective borrowers under this scheme must undertake to "significantly increase" their business with Barclays.

SOURCES OF FINANCE

Wholesaler schemes continued from p1005

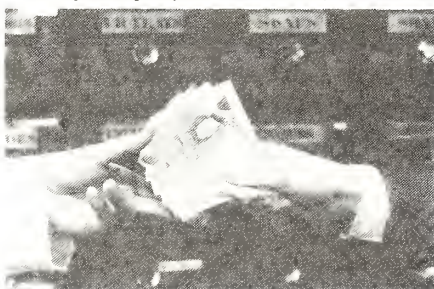
Help with the paperwork

on initial stocks required to set up a business, enabling payment for the first order to be spread over several months. A typical arrangement would involve payment deferred completely for three to six months, repayable over the next three to six months. Vestric charge no interest under this part of the scheme, but customers would normally forfeit wholesaler discount.

Where a bank loan for the purchase of a new pharmacy is involved, Vestric's accountants will help applicants value their assets and prepare a good case before visiting the bank manager. This will include assistance with supporting paperwork (cashflow statement, profit and loss account etc) and many also involve a company advisor attending the interview itself. Vestric's scheme operates in conjunction with the customer's own

bank. Where the venture proposed is judged to be viable, but where suitable finance cannot be obtained via a straight-forward bank loan (due, for example, to lack of a proven track record) Vestric may arrange for the bank to be given a guarantee for the repayment of the loan, via an insurance company.

Where the business applying for assistance has the status of a limited-liability company, extra security for a



loan may be required. Vestric point out the scheme has been designed specifically for the pharmacist in his professional capacity, with the amount of guaranteed loan generally kept in line with dispensing business.

Procedure will again vary from case to case, but the company will normally first satisfy themselves that around 70 per cent of the shop's business comes from NHS dispensing. The maximum loan considered will then be set as a percentage of dispensing sales.

Typically, a level of 70 per cent of dispensing turnover would apply. Sums involved may range from £10,000 to £100,000.

Interest is set at 2 per cent above bank base rate. Duration of loan will vary according to circumstance, falling anywhere between 10 and 25 years.

Those using the scheme are expected to conduct 70 per cent of their normal wholesale business with Vestric, use Link and become Vantage members. The pharmacist will also be expected to contribute some capital himself — probably at least 10-15 per cent of total purchase price.

Prospective borrowers for whom the professional pharmacists' practice loan scheme may not be suitable can still be considered for a loan guarantee under other Vestric arrangements.

We are looking for Chemists looking for money.

In a time of recession, you may well be thinking the prospects of obtaining a business loan are wilting fast.

Nothing could be further from the truth.

Because we at NatWest are convinced that financial assistance for the many up-and-coming businesses in this country is exactly what our economy needs. That's why we pay out some £35 million in Business Development Loans each and every month to over 3,000 customers.

And why we're looking to talk to more small businesses in need of finance for sound and promising business ventures.

NatWest Business Development Loans range from **£2,000 to £250,000** and can be granted for periods between **1 and 20 years**.

The rates of interest are highly competitive.

Rates are fixed in advance, and repayments are worked out in equal monthly instalments.

So everything's planned in advance and cash flow's kept well under control.

Now that we've made our position clear, all that may stand between you and a flourishing business is a phone call to the Manager at a NatWest branch near you.

Alternatively, if you want more

time to think, fill in the coupon and we'll send you printed information on the subject.

Contact a NatWest branch near you or fill in this coupon for our leaflets 'NatWest Business Development Loans' and 'The Small Business Digest'.

Send to: National Westminster Bank PLC, FREEPOST, 41 Lothbury, London, EC2P 2GL (No postage stamp required)

Name

Company

Address

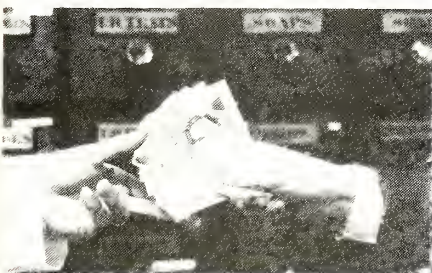
CD

Fixed sum • Fixed interest • Fixed repayments • Fixed term now up to 20 years...for easier cash flow.

NatWest Business Development Loans

A rich choice in the banking sector

Among the services offered by **Barclays Bank** is a business start loan designed to provide backing for new companies. The bank points out that, while finding assistance for the day to day running of an established business is unlikely to prove a real problem, new enterprises seeking backing may have difficulty. Any new limited company, partnership or sole trader can apply, and the scheme is also open to established businesses wishing to start a new project. Barclays must be



convinced of the enterprise's viability, however, and that market conditions are favourable for development. Assuming these criteria are satisfied, sums involved can range from £5,000 to £100,000.

Security for the loan is arranged by means of a mortgage-style agreement giving Barclays a right of sale on the asset purchased, and the bank may be prepared to lend the entire sum needed. In the case of premises, security would be taken against leasehold or freehold of the property. Loans under the scheme can run for three, four or five years, with no repayment of capital due until the end of the period.

"The scheme's main advantage is that it allows the businessman to concentrate all his efforts on managing the new project, rather than trying to pay off the loan when he can least afford it," explains Peter Jackson, manager of Barclays' Small Business Unit.

Interest payments take the form of a "royalty", linked to client company's sales. The prospective borrower provides Barclays with sales projections for the middle of the loan period, from which the bank calculates a percentage share of turnover giving them equivalent to a 17 per cent return on principal. In this way Barclays share the company's risk, with the annual royalty payments increasing where company sales are good, and falling if sales projections are not realised.

Barclays' business expansion loans offer larger sums — up to £500,000 — on periods to a maximum of 20 years. This facility is designed primarily for those

wishing to enlarge their premises or purchase new equipment, who require large sums and therefore need more time to repay.

Once again, the bank will be prepared to consider a 100 per cent loan, with a mortgage agreement on the asset purchased as security. Interest can be paid either at a fixed rate, or on floating terms, linked to base rate. The exact level of interest will be a matter for individual negotiation, typically falling between 2 and 4 per cent above base rate.

Recognising that a new investment may need time to get off the ground before it begins contributing to profits, Barclays can sometimes arrange a "capital repayment holiday" of up to 2 years.

Barclays Life Assurance Co offer a loan facility for pharmacists and other professionals using their personal pension plan. Offering unsecured loans of £15,001 or more for periods of up to 30 years, the scheme is often used by those wishing to purchase a practice or buy a share in a professional partnership.

Capital 'holiday'

Lloyds Bank operate an asset loan scheme specifically designed for the small business's medium-term needs. These funds are available for purchase of new equipment, alterations to premises or heavy single investments such as a refit.

Amounts available range from £5,000 to £25,000, with the bank willing to consider 100 per cent loans. Loans are made for periods of from two to five years. The rate of interest is fixed at the outset — $7\frac{1}{2}$ to $8\frac{1}{2}$ per cent over 5 years — allowing the borrower to budget for the future with certainty. Repayments are usually made monthly, in equal amounts. Effective interest rates here start at 14.1 per cent.

Longer-term finance can be obtained via a Lloyds' enterprise loan. Loans here run for up to ten years, involving sums from £25,000 to £250,000. Once again, loans for the entire cost of a project will be considered.

Repayments can be arranged either monthly or quarterly, and in certain circumstances a capital repayment "holiday" of up to 1 year can be arranged to allow the new asset to begin generating funds. Interest is set at 3 to 5 per cent above base rate, depending on the individual case. Repayments will again be

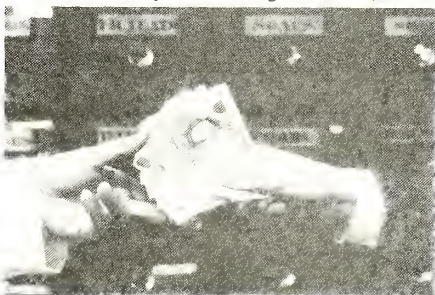
made in equal instalments. Security will normally be required under both these schemes, although unsecured loans will be considered.

First charge

Midland Bank's medium term loan scheme offers the smaller business financial assistance for periods ranging from 2 to 10 years. Fixed or floating interest terms can be arranged — with the possibility of a "capital moratorium" of up to 2 years, designed to give the asset purchased time to begin contributing to cash flow.

Floating interest rates will be set at between 3 and 4 per cent above the base rate. Fixed rate loans running from 2 to 5 years carry effective interest rates of between $14\frac{3}{4}$ and $15\frac{1}{2}$ per cent. Interest is paid quarterly, in arrears, and is charged only on amount outstanding. A 1 per cent arrangement fee is payable at the outset of agreement.

The bank's long term scheme operates in the 10 to 20 year lending business, and



is administered by Midland's Independent Business Banking Unit. Amounts involved range from £20,000 to £500,000, with interest again set at 3 to 4 per cent above base rate. Fixed interest, if required, can be arranged at a true interest rate of $15\frac{1}{2}$ to $16\frac{1}{4}$ per cent. Timing of capital repayments can be negotiated at the loan's outset, and moratorium arrangements will be considered.

Security for either Midland scheme is likely to take the form of a "first charge" on the asset bought. The bank will consider 100 per cent loans, but tends to look for some contribution from the borrower, if only as a sign of his commitment to the venture.

Business development

National Westminster Bank's scheme with most relevance to the retailer is their business development loan, which passed the £750m mark for the first time in February, with some 75,000 individual loans.

The BDL was introduced in 1971 "very much with the small business in mind", and sets out to provide the professional and business sectors with medium-sized loans, repayable over several years. Rate of interest and level of monthly repayments are fixed at the

Bank schemes continued on p1008

NPA accent on growth

The National Pharmaceutical Association's accent on growth scheme, operated in conjunction with the National Westminster Bank's business development loan, aims to provide funds for pharmacists wishing to acquire first or additional shops or requiring cash for a refit.

Typical amounts involved will range from £30,000 to £70,000. Borrowers are usually expected to find at least 25 per cent of total project cost from their own resources, but negotiations are currently in progress with National Westminster



which it is hoped will result in this threshold being lowered considerably.

Under the scheme, National Westminster charge an arrangement fee of 1 per cent on loans over five years, rising to 1½ per cent for longer periods. Reductions in this fee are also expected soon.

The scheme has been operating for about two years, with the NPA currently

Continued on p1012

1 to 5 years is 7 per cent. A rate of 8 per cent will apply for unsecured loans of this duration. Loans lasting from 6 to 10 years will involve interest rates of 7½ per cent (secured) and 8½ per cent (unsecured). Longer running loans start at 9 and 10 per cent respectively.

As BDL repayments are calculated on a reducing balance, this gives effective interest rates of 13.24 per cent and 15.07 per cent over a five year period, rising to 13.13 and 14.72 per cent over ten years. Whatever the loan's duration, a 1 per cent arrangement fee is payable at the outset.

As the businesses for which BDLs were designed often depend for their survival on the wellbeing of just one or two people, National Westminster often require that life assurance policies, made over to the bank, be taken out on the main manager(s) running the company.

Whether or not a life assurance policy proves necessary to the loan's approval depends on details of the case involved. The scheme is open to applications from non-National Westminster customers, but borrowers will be expected to open at least a current account with the bank, if only to service repayment arrangements. Once again details will vary.

Private sector funds from ICFC

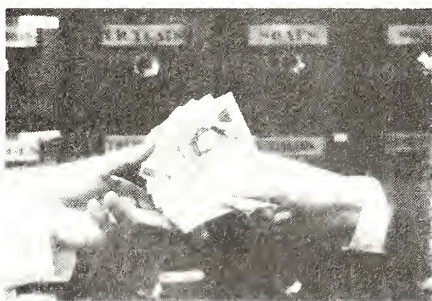
In addition to providing backing for Unichem and Macarthy's loan schemes, Industrial & Commercial Finance Corporation can also be approached directly for financial support. ICFC's prime area of activity is in long term financing. This may typically involve, for example, the owner of a single shop wishing to purchase additional outlets, or the applicant planning to buy a series of shops, perhaps over a number of years.

ICFC set out not to compete with the full range of banking facilities, but rather to provide a complementary service. Where a one-off, short-term deal is required, sources such as a bank would probably prove more appropriate. ICFC stress that they would consider such a deal if the circumstances justified it, however.

The prime criterion in ICFC's considerations is the quality of client company management. Because they look always at the viability of the business itself, ICFC never require personal guarantees.

"If the client company is not sufficiently well conceived and well managed to give a reasonable guarantee of security, then ICFC shouldn't be involved in the first place" explains investment controller Graham White.

Lower-limit schemes for ICFC tend to be around the £30,000 to £50,000 mark, although the company again emphasises that smaller amounts would not be ruled out. Most loans are in the £70,000 - £120,000 bracket, however. The vast majority of business is conducted at fixed interest rates — currently around 13½-14 per cent.



Original client contact will usually be with the local ICFC manager who will discuss the project, either over the phone or in person. Usually a further meeting will then be arranged.

At this point ICFC will begin to find out rather more about the applicant and his business. "We feel our function here is to help the applicant crystallise his ideas" says Mr White. "We aim to really put him

through his paces.

"We must encourage applicants to ask themselves the right questions about the viability of their scheme — we're not doing anyone any favours by financing a venture which just isn't going to work."

Continuing their investigations, ICFC will then look at the prospective borrower's industry, using their own team of specialist advisors. Usually a representative from the corporation will visit the client company at this stage.

ICFC stress they are quite prepared to accept risk in their dealings — after all, nearly one third of all business start ups which ICFC finance go wrong! What is important is that risk be justifiable in market terms, and that ICFC are convinced that the prospective borrower has really thought his case through.

Financing from this source can take almost any form — depending on what is judged necessary for the particular applicant. Where a substantial risk operation is involved — such as a business start-up — a minority share in the company's equity may be taken.

ICFC currently have around £1.5m tied up in the pharmaceutical industry, involving some 30 individual businesses and a total of about 100 shops. All ICFC's funds are raised in the private sector, most usually by means of bond issues.

Bank schemes continued from p1007

Certainty in future budgeting

outset, allowing borrowers to budget for the future with certainty.

Normal uses for a BDL include property extension, purchase of a business, buying of plant or equipment and provision of working capital. This list is not exhaustive however, and National Westminster stress that individual propositions will always be considered on their merits.

Loans can vary between £2,000 and £250,000, and will normally run from 1 to 10 years. Duration of loan is determined by examining the expected flow of profits from which repayments must come and, where appropriate, the useful life of any asset to be purchased.

Fixed rate interest is added to the principal at the outset of the agreement, with total capital and interest together usually paid back in equal monthly installments over the period. Where the loan is fully covered by security such as property or a life assurance policy, the current rate applied on loans made for

DIARRHOEA

Oral rehydration in acute diarrhoea—A role for the Pharmacist

"Pharmacists have a special responsibility and opportunity for instructing parents about how to use rehydration correctly."¹

Why oral rehydration?

Oral rehydration therapy to replace and maintain the body's balance of fluid and electrolytes is now recognised as first line therapy in acute diarrhoea.

Essential therapy for the young

Infants and young children are at particular risk of dehydration resulting from diarrhoea

The dangers of "home-made" rehydration mixtures

One long standing piece of advice; 'drink plenty of fluids'; whilst correct, is liable to misinterpretation by parents of children with diarrhoea.

The ideal rehydration solution is one that is nearly isotonic, containing appropriate amounts of electrolytes with a glucose/sodium balance to enhance absorption.

diarrhoea, and should generally be withheld for twenty-four hours. Soups, beef or yeast extract and 'glucose' drinks are inadequate to meet the total needs of the patient.

Home management can be successful


Of course the great majority of cases of diarrhoeal illness clear up within a day or two, irrespective of treatment. Yet gastroenteritis remains one of the top five reasons for hospital admission in the 6 month–2 year age group. Few of these cases will have received oral rehydration therapy.

Appropriate home management can help avoid severe dehydration. Ready-made rehydration mixtures such as Rehidrat remove the need for "home-made" solutions and their attendant risks.

Parents need only add cooled, boiled water to each sachet and offer this in place of all usual food and drink until the diarrhoeal illness is resolved. A normal diet can be reintroduced gradually after a marked reduction in diarrhoea for a period of 24 hours.


This first line therapy in no way interferes with further medical investigation that the family doctor or hospital doctor deem necessary and in the great majority of cases, is all that is required.

The first aid in diarrhoea




Full prescribing information is available on request.

oral electrolyte powder



Searle Consumer Products
Division of G.D. Searle & Co. Ltd. PO Box 53
Lane End Road, High Wycombe, Bucks HP12 4HL



illness, and unfortunately this is frequently difficult to detect until well advanced.

In fact mild dehydration can be assumed in any child with acute watery diarrhoea and appropriate rehydration steps should be taken.

A case for the doctor

Pharmacists are often consulted by people with diarrhoeal illness and some of these will need to consult their doctors. Infants, those with particularly severe or recurrent diarrhoea and anyone recently returned from "abroad" should be seen by their doctor.

However, there is one thing the Pharmacist can always offer with confidence, that is advice on rehydration.

Many 'fluids' readily available at home do not meet these criteria.

Milk, with the exception of breast milk, is often indigestible for a young child with

Pharmacists, by advising on the modern management of diarrhoeal illness, can provide a real service to both the public and the hard pressed medical profession.

Prescribing Information

Presentation Foil/laminate sachet containing 14g of lemon and lime flavoured greyish-white granular powder with green particles

When reconstituted with 250ml

Composition	Each sachet contains	water provides
Sodium Chloride Ph. Eur.	0.44g	Sodium 50mmol/l
Potassium Chloride Ph. Eur.	0.38g	Potassium 20mmol/l
Sodium Bicarbonate Ph. Eur.	0.42g	Chloride 50mmol/l
Citric Acid Ph. Eur.	0.44g	Bicarbonate 20mmol/l
Glucose	4.09g	Citric Acid 9mmol/l
Sucrose Ph. Nord	8.07g	Glucose 91mmol/l
Fructose	0.07g	Sucrose 94mmol/l
Plus Flavours		Fructose 2mmol/l

Uses Oral replacement of fluid and electrolyte losses and subsequent maintenance of electrolyte equilibrium in mild or moderate dehydration associated with diarrhoeal disorders in infants, children and adults.

Dosage and Administration Refer to data sheet for full details of dosage and administration. Use in under 3 year olds should be on medical advice. The contents of one 14g sachet should be dissolved in 250ml (approximately half a pint) of freshly boiled AND COOLED water. For mild diarrhoea a simplified dosage scheme

may be suggested. Young children may be given Rehidrat solution in quantities usual for their normal needs, in conjunction with an appropriate graduated feeding regimen. Older children and adults may be allowed to drink Rehidrat solution to satisfy their thirst.

Contraindications Renal impairment manifesting as oliguria or anuria, intestinal obstruction, paralytic ileus, intractable vomiting, severe diarrhoea and dehydration requiring parenteral fluid therapy.

Warnings and Precautions Rehidrat should not be mixed or given with electrolyte containing solutions. Salt or sugar should not be added to Rehidrat. The sugar content of Rehidrat should be considered when treating diabetics. Administration of oral glucose-electrolyte solutions to patients with glucose malabsorption may worsen diarrhoea.

Adverse effects Incorrect dilution could result in abnormalities of carbohydrate and electrolyte balance.

Retail price £1.17 for 3 x 14gms sachets

Product Licence Holder and Number G. D. Searle & Co. Ltd

0020/0093. Full prescribing information is available on request.

Reference 1. The Pharmaceutical Journal, June 26, 1982 pp 725-7

Rehidrat and Searle are registered trade marks.

Searle Consumer Products,

Division of G. D. Searle & Co. Ltd., PO Box 53,
Lane End Road, High Wycombe, Bucks. HP12 4HL

In each world



From March 1st, 1983



Prescribing Information

Uses Management of Diabetes mellitus.

Dosage and administration. Dosage to be determined by the physician. Site of injection to be changed according to suitable routine. Avoid unintentional intravascular injection. *Neusulin, Insulin Injection BP:* Administered s.c., i.m. or i.v. S.c., onset of action within 30-60 minutes, duration 6-8 hours. I.m., onset is faster and duration is shorter. I.v. administration has fastest onset and shortest duration, usually reserved for investigational use or diabetic ketoacidosis. *Neuphane, Neulente:* Administered s.c. or i.m. *Not to be given i.v.* S.c., onset of action within 2 hours, duration (Neuphane) 20-24 hours, (Neulente) 24-28 hours. I.m., onset is faster and duration shorter. Mix well by gently inverting the vial several times before use. *Mixing:* Neusulin or

WELLCOME PURIFIED INSULIN

anging



Wellcome purified insulins, Neusulin, Neuphane and Neulente (and Insulin Injection BP [purified]) are now manufactured in 100 unit presentations. All other Wellcome Insulins continue to be available.

What hasn't changed is their quality; they offer smooth, prolonged and effective control for most diabetics. And, as you know, Wellcome – the first British pharmaceutical company to manufacture insulins – has always been innovative in the production of service items that contribute towards an optimal control of the condition.

Wellcome Insulins – a history of quality; a future of development.

Neusulin*

Neutral Insulin Injection
BP (purified) Wellcome

Neuphane*

Isophane Insulin
Injection BP (purified) Wellcome

Neulente*

Insulin Zinc Suspension
BP (purified) Wellcome

Insulin Injection BP may be mixed in the syringe, on medical advice, with Neuphane or Neulente if required, *provided the mixture is injected immediately*. However, it is preferable to avoid mixing insulins of different pH. See data sheet for procedure. **Contra-indications** Hypoglycaemia. **Precautions** Dosage requirement may alter with change of lifestyle, infection, pregnancy and with change in species, or purity of insulin. Hypo- and hyperglycaemia may be enhanced by drugs which interact with insulin. Beta-blockers may affect insulin release and mask hypoglycaemia. MAO inhibitors may potentiate hypoglycaemia. **Side-effects** Hypoglycaemia. Possible altered visual refraction. Possible local reactions at the site of injection. **Storage** Store at 2-8°C. Do not freeze. Avoid direct sunlight. **Presentation** Neusulin,

Neuphane, Neulente and Insulin Injection BP (purified) Wellcome* are available as 100 units per ml, in vials of 10ml.

Basic NHS costs

Neusulin 100 units/ml PL3/061 £5.70
Neuphane 100 units/ml PL3/0162 £6.15
Neulente 100 units/ml PL3/0171 £5.37
Insulin Injection BP 100 units/ml PL3/0165 £5.70

Further information is available on request.

Wellcome Medical Division

The Wellcome Foundation Ltd, Crewe, Cheshire

*Trade Mark



Wellcome

WARDS OPTIMAL CONTROL.

Strathclyde open 'first' approved production suite

A suite of laboratories for the production and manufacture of pharmaceutical preparations — said to be the first of its kind in a school of pharmacy in the UK — has been opened in Strathclyde University. The suite has been approved by the DHSS medicines inspectorate.

Dr Brian A. Wills, chief pharmacist at the DHSS, visited the University's pharmacy department recently. He said the new unit, which consists of a preparation room and separate laboratories for aseptic filling and sterility testing, had been examined by the inspectorate in the same way as they would approach industrial and other manufacturing suites.

It was important, said Dr Wills, that students should be taught under conditions similar to those encountered in the best industrial or hospital environment. It was of particular

significance that the facilities were already being used for the preparation and quality assurance of clinical trial material for administration to patients.

A department spokesman said the new unit would allow more collaboration with the hospital service and the pharmaceutical industry.

Sponge IUD for launch next year?

A contraceptive sponge to be used internally by women has been given a licence by the Committee on Safety of Medicines, according to last week's *Sunday Times*. The Department of Health would not comment on the article.

Clinical trials for the sponge have been carried out by the Margaret Pyke Centre in London. Research co-ordinator Mrs W. Bounds confirmed that trials had been undertaken for a US firm. The sponge, made from polyurethane foam, is about two inches in diameter and impregnated with the spermicide nonoxinol-9. The device will be sold under the brand name

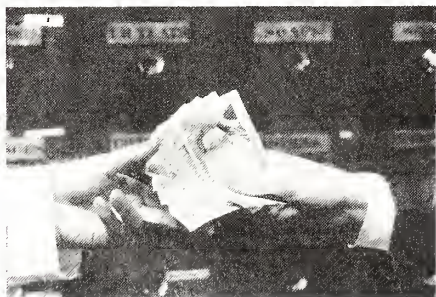
NPA also provide a site assessment service, a facility which can be useful in backing-up proposals to the bank manager. A charge is made here, however, typically amounting to £175. Where requested, advice in preparing a case for the bank is available.

Sources of finance continued from p1008

Assistance in site assessment

receiving about three or four inquiries a month. Other applications come via Independent Chemists Marketing Ltd.

In many instances, National Westminster will require security — such as property deeds or a life assurance policy — on the loan. Where no security is available, a higher rate of interest is likely to apply. Currently a flat rate of 7 per



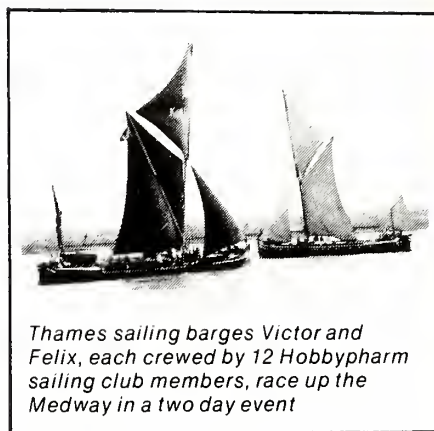
cent applies on secured loans of up to five years, rising to 7½ per cent for six to ten years. An extra 1 per cent is added to these rates where no security can be found. Effective interest rates are as for the standard business development loan (see National Westminster). A floating rate of interest can also be arranged if preferred by the borrower. This is usually set at 2½ per cent above base rate. The

Govt 80pc guarantee on bank loans

The Department of Industry's loan guarantee scheme offers loans of up to £75,000 over periods from 2 to 7 years. Industrial and Commercial Finance Corporation and all the major banks participate in the scheme, under which a Government guarantee is given on 80 per cent of each individual loan.

Medical and health services are one of the areas of activity excluded from the scheme, however, meaning that only pharmacies deriving most of their income from OTC sales are likely to obtain a guarantee. The Department of Industry stresses that individual cases will always be looked at on their merits.

The scheme has ensured guaranteed loans for some 10,000 businesses since its launch in June 1981 — 1,500 of which involved retailing ventures. Final decision on any loan is taken by the bank involved, with the Government guarantee designed to aid the case of those prospective borrowers who have a viable project, but are unable to cite a proven track record, or provide security.



Thames sailing barges Victor and Felix, each crewed by 12 Hobbypharm sailing club members, race up the Medway in a two day event

Today, according to the *Sunday Times*, and will cost around £2 for a packet of three when it becomes available early next year. The manufacturers are the VLI Corporation, Costa Mesa, California.

Food or drug?

If a food constituent can be shown to affect neurotransmitters in brain synapses there is reason to expect it will influence behaviour. Tryptophan can be readily shown to do this, according to a paper in last week's *Lancet*.

In a study of healthy young men a single dose of tyroptophan in the morning significantly increased self-reported fatigue / inertia and reduced activity.

A charge to the Government is added to interest payments under the loan guarantee scheme. This amounts to 3 per cent of the guaranteed part of the loan, equivalent to 2.4 per cent of total. This allows the scheme to be self-financing.

Getting in touch

Barclay & Sons Ltd: C.R. Ferris, financial director, 0742 698991.

Barclays Bank plc: Peter Jackson, manager Small Business Unit, 01-248 9155.

Industrial & Commercial Finance Corporation Ltd: Richard Connell, business development controller, 01-928 7822, or local area offices.

Lloyds Bank plc: Teri Harman, assistant press officer, 01-626 1500 ex 2121.

Loan Guarantee Scheme: Local bank managers, ICFC area managers.

Macarths Ltd: D.A. Banks, financial director, Romford 46033.

Midland Bank plc: Independent Business Banking Unit, 01-606 9911, or local branch managers.

National Pharmaceutical Association: Brian Dossier, finance officer, 0727 32161 or Bernard Miller, secretary Independent Chemists Marketing Ltd 0985 215555.

National Westminster Bank plc: Noel Dearing, manager Small Business Section, 01-726 1871.

Unichem Ltd: Walter Woodgate, membership secretary, 01-391 2323.

Vestric Ltd: M.J. Morgans, financial accountant, 0928 717070.

Low cost labeller using BBC micro

The Micropharm is the latest pharmacist-developed computer labeller. It is based on the BBC model B computer, with the Epson 80 printer, plus a separate monitor, and costs £899 + VAT. The program is cassette loaded, but a cassette player must be provided by the purchaser.

The program is available in two versions. Version 1 lists up to 900 drugs while version 2 has 600 drug product names filed, and is faster. Changes to the data files can be made by the user, and usage reports are provided on selected drugs. All codes and instructions are displayed on the screen, so need not be remembered, says the distributor.

Hardware and program maintenance are available through a dealer.

Micropharm Systems, 94 Beechwood Road, Sanderstead, South Croydon CR2 0AB (telephone 01-657 4198).

Briefly . . .

■ Riker Laboratories and Carnegie Medical are distributing a new video film entitled "Pharmacy Counselling."

Emphasis is placed on two-way communication; helping patients overcome their problems with treatments, or avoiding future problems by careful explanations and advice. Made by the pharmacy department of Nottingham University in conjunction with the audio-visual department of Queen's Medical Centre, Nottingham, it is available from Riker Laboratories, Morley Street, Loughborough.

■ About £3,000-£4,000 worth of cotton was destroyed in a fire in Walton Works, Chesterfield, of surgical dressings manufacturers Robinsons and Sons Ltd. Some 60 workers had to be moved out when the ground floor room became full of smoke and fumes in the three-storey building. Little damage was done to machinery or to the structure of the building and so far it has not been discovered how the fire started, except that it began in a carding machine.

■ Following a plea of guilty at Leicester Magistrate's Court, H.J. Heinz & Co Ltd were fined £100 and ordered to pay £30 following the discovery of glass in a jar of fruit and cereal baby food. The chairman of the bench said it was accepted that control was exercised but this was a serious offence in view of the possible consequence. It was stated that there had been four similar convictions within the past three years. Mr Eric Goodall, a Heinz quality control manager, told the court that even more precautions were now being taken to ensure that such incidents did not happen, and he pointed out that the company uses 130,000,000 bottles and jars each year.

LRC buy up Tudor retail operation in £1.35m deal

LRC International have bought the Tudor Photographic Group's retail photo-processing operation in a £1.35m deal. This purchase enables LRC to "virtually complete" their national processing network, with the addition of 2,500 Tudor retail customers in North London and the Home Counties to their existing Colourcare business.

The division purchased involves the processing of customers' films for independent outlets such as chemists and camera stores. Tudor sales from this activity amounted to £6.5m last year. The deal will not affect Tudor's wholesale or

Filmcare mail order businesses.

LRC are to continue operations under the Tudor name for the time being, and will be taking on the division's existing staff at Tudor's Cricklewood laboratory and offices. This will leave Tudor with no processing facilities of their own in this country. Tudor say they will concentrate funds from the sale on expanding their domestic and worldwide wholesale and product sales, and establishing Tudor laboratories overseas. LRC now have a total of 16 UK laboratories and three depots.

Barclays expand with new image

Barclays have completed the integration of their Enterprise OTC operation with their ethical depots, and are embarking on a major programme to improve the company's image and facilities.

Where previously the company's OTC goods were mostly delivered direct to customers from a single central depot at Stoke-on-Trent, there will now be an Enterprise operation in each of Barclay's ethical depots.

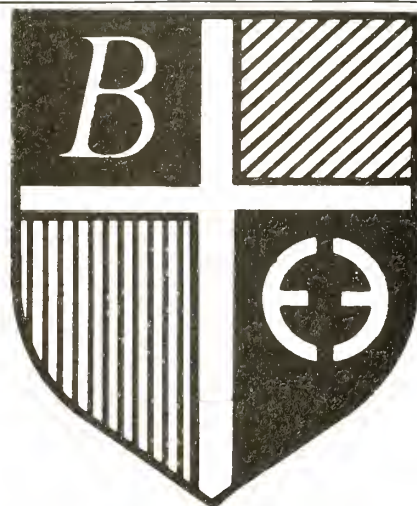
"We are trying to shift our total operation as close to the customer as possible," explains managing director Mike Hennessy. "Each Barclays depot now carries a comprehensive OTC range which can be ordered in splits daily, or in outers through the weekly PLOF."

New logo

Barclays' new logo, in red, white and blue, incorporates both the Barclays and Enterprise names, aiming to emphasise the new parallel operation. This should enable the company to standardise use of typography and colours in each name, so helping it create a unified image.

The logo will appear on vehicle livery, window displays, POS material, PLOF design and business cards. Changes to van livery should be completed in about four weeks, with the other changes following as existing stocks of old-style items are exhausted.

Mr Hennessy says that, following many years of reorganisation and losses, Barclays are now "firmly in the black and poised to launch a major sales expansion plan." Their instore terminal order system is said to be "doing very, very



well" in selected test sites, and should receive a national launch by the end of the year. Other plans for 1983 include the introduction of a low cost label printer and an improved financial assistance scheme, expected in September or October.

Retail prices

The Department of Employment's all-items retail prices index reached 332.5 in April (January 1974 = 100). This represents an increase of 1.4 per cent on March (327.9) and an increase of 4 per cent on April 1982 (319.7).

■ Nurdin & Peacock are opening a new retailer-only cash & carry warehouse at Laker Road, Rochester Road Industrial Estate, Rochester, Kent on May 31. The company's Chatham branch ceased trading on May 25.

Business News continued overleaf

Boots retail profit increases again

Profits for Boots retail division increased by 15.9 per cent for the year ended March 31, to reach £84.6 million. (The previous year profits fell 17.4 per cent to £63.8m).

Increase in sales for Boots the Chemists was 9.3 per cent. The retail division's turnover increased by 10.7 per cent to £1,478.9m (£1,336m in 1981-82).

Profits in the industrial division rose by 17.2 per cent to £57.9m. Turnover at £292.7m was up 11.3 per cent.

For the group overall, turnover reached £1,670m, an increase of 12.3 per cent over the previous year. Pre-tax profits at £140.1m represented an increase of 16.6 per cent.

'Trough' in paper

Bowater Corporation's pre-tax profits fell £34m to £72m in 1982. Chairman Lord Erroll Hale attributes this drop in profits to the "cyclical trough" currently being experienced in the pulp and paper industry.

Imported tissues affected the sales of

Bowater-Scott, part of the general problem of over supply in the UK. "Despite a temporary setback in a particularly difficult period, prospects for this business remain good, and action is in hand to accommodate the changing demands of a market which continues to develop," commented Lord Erroll. Sales in the tissue products division reached £242m, an increase of £12m on 1981, (C&D April 9, p647).



Duracell UK are to move office premises at the end of May. This change will affect the consumer sales, marketing and technical divisions, as well as finance and administration. The new 20,000sq ft block is on the same site as Duracell's national UK distribution centre, and is about two-and-a-half times bigger than the company's existing premises. New address is Duracell House, Church Road, Lowfield Heath, Crawley, West Sussex RH11 0PQ. (tel 0293 517527).

Lloyd-Jones to resign from RC?

Bob Lloyd-Jones is expected to resign as director general of the Retail Consortium "within the next few days," according to the *Financial Times*.

The *FT* suggests policy differences as a reason for Mr Lloyd-Jones' departure, and quotes him as saying "I think the chances are very high that I will resign." There is speculation that Mr Lloyd-Jones had put forward proposals to expand the Retail Consortium into a sort of "mini-CBI," but that these had met with opposition from the consortium's governing body.

The Retail Consortium had no comment on the rumours as *C&D* went to press, but say a statement is being prepared.

Remaining Ronson factories sold

Chartered accountants Arthur Andersen — who are acting as joint receivers for Ronson International — have managed to find a buyer for the company's two remaining factories. Located on the Isle of Wight and at West Chirton, Tyne and

INCREASE PROFITS!

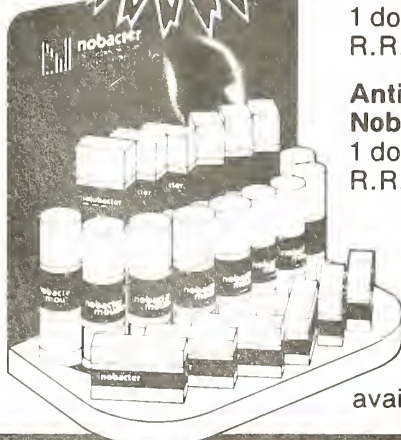
FREE
DISPLAY STAND
WHEN
ORDERING

by recommending
**This Professional
Complete Skin
Care Treatment
for Men**

**Antiseptic Nobacter
Shaving Foam**
1 doz. @ £18.60
R.R.P. £2.95 each

**Antiseptic
Nobacter Soap**
1 doz. @ £6.60
R.R.P. 95p each

This highly
effective
range of
anti-bacterial
products is now
available in the UK.



Exclusively from Jarosil Ltd. (Medical Products Division)
35/37 Old Brompton Road, London SW7 3HZ
Telephone 01-589 8788 01-584 1202

Stephar bv farmaceutische produkten



**SPECIALISTS IN
PARALLEL
IMPORT/EXPORT
PHARMACEUTICALS**

Under licence from the Dutch Health Authority

We offer the Community Pharmacist;

- Over 10 years experience in parallel importing.
- 300 well-known ethical products.
- Competitive prices.
- Delivery throughout the U.K.
- Guaranteed products of E.E.C. origin.
- Convenient payment system in pounds sterling.
- Pharmacist's indemnity insurance.

Marcel Hamilton will be pleased to answer your questions and send you our latest price list.

STEPHAR B.V.

Van Utrechtweg 4
2921LN Krimpen aan den IJssel
HOLLAND

Telephone: 010-31-1807-10444
Telex: 25542 Steph NL

Wear, the plants were involved principally in the manufacture of shavers and lighters.

Purchasers Ronson Exports are the sole distributor abroad of Ronson lighters and accessories, a function fulfilled in the UK by Arthur Preedy and Sons. Former Ronson International head Mr Jeffrey Port has no interest in Ronson Exports.

It is hoped that the 180 jobs at the two factories will be saved. All physical assets of Ronson International have now been sold, but the receivers are still seeking buyers for the Ronson trademark relating to shavers and lighters.

£2.65m Squibb-Linson Dublin R&D plant

Squibb-Linson Corporation are building a £2.65m pharmaceutical research facility at their Irish manufacturing centre in Swords, N. Dublin. The new premises — comprising a laboratory and pilot production unit — should be finished by the end of this year, and will employ over 30 chemists, chemical engineers and technicians.

The new centre will be involved in investigating derivatives of the company's blood pressure treatment Capoten, and a new synthetic antibiotic family known as the monobactams. The plant will also undertake research into high-value pharmaceutical intermediates, and will do contract R&D work for other companies in the industry.

As recently as 1980, the pharmaceutical industry in Ireland employed only about 2,800 people. Since then this figure has risen to 11,000.

Retail prospects 'best since 1979'

Prospects for retailing are currently better than at any time in the past four years, according to a new report from market analysts Euromonitor.

Retail sales totalled £72,400m in 1982. This represents an 8.5 per cent value increase in a year which saw prices rise by 9 per cent. The year is said to have ended with "a dramatic rush to the shops" however, with December 1982 sales up 6 per cent in real terms on the year before. With this evidence of growth, and inflation below 5 per cent, retail sales are expected to grow by at least 3 per cent a year for the foreseeable future.

Recent performance in retail pharmacy is credited as "consistently good," with the only cloud on the horizon being the grocery trade's inroads on toiletry and beauty aid sales. In 1978, non-prescription merchandise accounted for 49 per cent of the chemist's turnover. This proportion has now fallen to 46 per cent "leaving chemists with an increasing dependence on National Health business." Boots take 15 per cent of their sales from prescription business, with 30 per cent coming from own-brand sales,

UK challenges US on drug trade surplus

UK pharmaceutical output increased by 11.8 per cent in 1982, according to estimates in a new report from Keynote.

Cardiovascular and respiratory medicines have taken an increased share of total output at the expense of relative declines in anti-infectives and CNS preparations.

"Outstanding development" of the year is said to have been the achievement of record exports. This was helped by the weakness of the pound, but has also been encouraged by a downturn in NHS prescriptions. The UK has now overtaken Switzerland, and is credited as a serious challenger to the USA as world leader in pharmaceutical balance of trade surplus. *Pharmaceuticals (£60), Keynote Publications Ltd, 28 Banner Street, London EC1Y 8QE.*

Iraq/Egypt trip

Hickson & Welch, Temana International and Carter Wallace are among twelve Chemical Industries Association member companies on a trade mission to Egypt and Iraq.

CIA head of international trade Mrs Moira McMillan explains: "In tackling Iraq and Egypt, CIA's objective is to help smaller British companies exploit potential markets in those countries."

A report on Egypt was compiled in preparation for the visit, which is now available from *CIA publications, 93 Albert Embankment, London SE1 7TU. (Cost: £20 CIA members, £30 others.)*

the report says. Closures in the retail industry as a whole now seem to be slowing down, with numbers of outlets falling by only 4 per cent from 1978 to 1980. Larger multiple retailers have continued to increase their market share at the expense of smaller multiples and the independent. Some growth is expected in the large mixed business sector over the next three years.

There are currently 350 out-of-town "superstore" developments in operation, with their estimated turnover of £3,700m giving them 5 per cent of total retail trade.

"The fundamental development in retailing over recent years has been the effort made by all types of retailers to weather the recession, which has resulted in widespread diversification by many types of outlets" the report concludes. "Traditional definitions of retailing are fast being eroded. For the future, electronic developments in retailing may have a substantial impact on the nature of shopping. *"Retail Trade in the United Kingdom 1983" (£96), Euromonitor Publications Ltd, 18 Doughty Street, London WC1 2PN.*

COMING EVENTS

'Return to pharmacy' course for women

A two week full-time course is being organised by Sunderland Polytechnic for women wishing to return to the practice of pharmacy.

The course, from September 19-30 with 50 hours tuition, is sponsored by the Manpower Services Commission, which has granted a bursary to cover course fees, subsistence and travel expenses of participants. Applicants are expected to pay only the registration fee of £15 (to accompany the application form).

The course is intended for women who are not currently employed in hospital or retail pharmacy, or who are employed only infrequently and anticipate returning to the practice of pharmacy. To allow women with family commitments to attend full-time the programme will commence at 10am and end at 3.30 or 4pm each day.

The course leader will consider applications from local residents who wish to commute to the polytechnic, and also from a small number who may wish to be "in residence." Attendance is expected to be for the duration of the course, although — exceptionally — part-time attendance will be considered if reasons are given.

In an effort to assess the cost of the course to the MSC applicants are asked to complete details of accommodation, meals and travel, with approximate costs.

Subjects covered will include recent changes in legislation, ethical dispensing practice (including computer labelling), pharmacology and "products." Information and application forms from Mr J.F. Smith, *Director of Continuing Education, Faculty of Pharmaceutical Sciences, Sunderland Polytechnic, Sunderland SR2 7EE.*

Thursday, June 2

Huddersfield Branch, Pharmaceutical Society, Postgraduate medical centre, Huddersfield Royal Infirmary, at 8pm. Dr Alan Barlow speaks on the hospice proposed for the Huddersfield area.

Advance information

Institute of Packaging, The White House (University of Sussex), Chelwood Gate, Ashdown Forest, on June 5-10 Residential course on pack design and development. Registration details from Institute of Packaging, Fountain House, 1a Elm Park, Stanmore, Middx tel 01-954 6277.

'Profit from Change,' Regional sales seminars to help supply companies adapt to changes in NHS purchasing practice. To be held at Britannia Hotel, Manchester, on June 7, Walton Hall Hotel, Warwick, June 8; Skyway Hotel, Heathrow, June 9. Details from Keith Dixon, Health Care Industry Outlook, Orient House, 42 New Broad Street, London EC2M 1QY.

Pharmaceutical Society, 11 Lambeth High Street, London SE1 7JN, Thursday, June 16. Industrial Pharmacists Group meeting entitled "Bioavailability of oral dosage forms and the establishment of bioequivalence." Notice of attendance to R.I. Lenth, PSGB Headquarters, no later than June 9, together with fee of £15 for members or £30 for non-members.

International Spring Fair, National Exhibition Centre, Birmingham, from February 5-9, 1984. Further details from Trade Promotion Services Ltd, Exhibition House, 6 Warren Lane, London SE18 6BW (telephone 01-855 9201).

CLASSIFIED

Situation Vacant

TWO SALES OPPORTUNITIES

C £9,000 + Car

1. Essex, N. London

2. Scotland — Edinburgh, Glasgow

This is a rare opportunity to join one of Britain's leading manufacturers. They market a superb range of brand leading pet care requisites/products, through all the major retail and wholesale accounts and are currently embarking on a major expansion programme.

The appointment involves negotiating volume promotions with all types of accounts to ensure greater distribution across a wide level of outlets.

Ideally you are living in one of the above areas, are aged 24-40, with a minimum of 3 years sales experience gained with a leading consumer goods manufacturer, or selling to retail and wholesale chemist outlets. You should have a high degree of integrity and be able to work without close field supervision.

The company offers an excellent salary and benefits package. For a local confidential interview, telephone John Barnes, Quoting reference 714.

John Barnes and Associates,
114 New Bond Street, London W1. 01-493 0982

SALES MANAGER

TO THE GENERAL WHOLESALE, GROCERY AND CHEMIST TRADE OF A WIDE RANGE OF FAST MOVING CONSUMER GOODS INCLUDING SUPERDENT AND SUPERMINT TOILETRY PRODUCTS.

This is a senior appointment directly controlling a force of 8 nationally distributed representatives and indirectly controlling a large force of full time merchandisers and agents.

Previous experience in the F.M.C.G. field and representative management experience are essential. Considerable marketing input will also be essential in order to devise tailor made promotions and to serve the private label market.

The position will be based at our Lavenham premises. Remuneration fully negotiable. Please apply in the first instance to Mrs. L. Harrison.

E.R. HOLLOWAY LTD,
LAVENHAM, SUDBURY, SUFFOLK
CO10 9QE.
Tel: Lavenham (0787) 247000 Ext. 43.

Professional Prescription Computer Labelling

Your next assistant should look like this.



Based on the superb BBC (Model B) computer and expanded to 96K (a world first making it much more powerful) it gives you the most advanced pharmacy labelling system available today and is the basis of tomorrow's fully computerised business system.

Look what she can do

- Superb labels every 5-10 seconds
- So easy to use

- Hundreds of doses
- Up to 2,000 drugs
- Printed summaries at any time
- Product coding (Link prosper PIP)
- Stock control, any wholesaler
- Automatic cautionary labels inter-action alert
- Single or double disc drive
- From £1650.

You must see this system before making your very important buying decision.

*** £17.50 per week**

*Based on three year lease purchase including first years maintenance

Send for details to:

John Richardson Computers Ltd

Unit 337, Walton Summit, Bamber Bridge, Preston
Lancashire PR5 8AR Tel (0772) 323763

Situations vacant

Required Urgently
PHARMACIST SUPERINTENDENT
for pharmacy in London W3.

Hours negotiable.

Good salary for the right person.

All enquiries to:

Mr Jansz on:
01-743 6310

FREE one year software update



Print drug labels in seconds and save up to £900 a year with a Border system

Ask now for literature and a demonstration of our proved system. Writes letters and keeps NPA ledger accounts as well. Ring (05474) 368 or write

Border Computing & Programming

Dog Kennel Lane
Bucknell
Shropshire SY7 0AX

Agents

WELL CONNECTED Agents Required
to sell Henna products in U.K. and overseas.

For details please contact:
Persian Henna Ltd.,
Unit 12, Lammas Road, London
E10. Tel: 01-539 6506

★ MAX FACTOR ★ REVLOX ★ OUTDOOR GIRL

DIMPLES ★ ADDIS ★ FABERGE

MANHATTAN

SUPPLIES

619 FISHPONDS ROAD, FISHPONDS
BRISTOL (Off M32) TEL: BRISTOL 650834

COSMETICS, PERFUMES (BRANDED &
UNBRANDED), MAKE-UP BAGS & HAIR
ACCESSORIES, TOILETRIES & SUNDRIES,
ALL AT VERY COMPETITIVE PRICES.

MON-FRI 9-5pm (Evenings/Weekends by appointment)
PAY US A WORTHWHILE VISIT SOON - NO OBLIGATION
Marie Claire now in stock

COTY ★ LENTHERIC ★ BIBA

★ CONSTANCE CARROLL ★ MINERS ★ MAYBELLINE

Pasco's Cosmetics Sales

WHOLESALE CASH AND CARRY
425c HARROW ROAD (opp. First Ave, W10)
LONDON W10 4RE. Tel: 01-960 0319

PERFUMES COSMETICS

Stockists of brand names of perfumes and cosmetics and chemist
sundries. Price lists avail. Phone orders delivered.

Open Mon-Fri. 9.30am-5.30pm
Sunday 9.00am-1.00pm. Late night Thursday 9.30am-6.30pm

**PLEASE MENTION
CHEMIST & DRUGGIST IN
YOUR BOX NUMBER
REPLIES**

Trade Services

Tablet Production,
Liquid Production,
Powder Production,
Packing ...



CONTRACT PHARMACEUTICAL SERVICES LIMITED
Park Road, Overseal, Burton-on-Trent, Staffordshire.
Telephone (0283) 221616, Telex 341345.

Agents

EXPERIENCED AND WELL CONNECTED AGENTS REQUIRED

for the Midlands, East Anglia and the North areas to sell
our proven range of branded slippers which have been
highly successful on the continent where we sold 20
million pairs per year. We are the U.K. associate of a
Continental Group with sales of over £15m. Our range of
slippers will be introduced with specially designed
packaging and display unit. Applicant must have good
contacts with chemist retailers. This position may lead to
the appointment of Area Manager with generous salary,
bonus and company car. Please send full C.V. to:

E & L Limited

68 The Hawthorns, Cyncoed, Cardiff, S. Glamorgan
CF2 7AQ. Tel: 0222 732741 or 01-346 7991.

FASHION JEWELLERY AT ITS BEST

Latest fashion lines all beautifully presented
on exclusive elegant counter and floor stands

Every item individually priced at retail
plus VAT on Complimentary Gold Labels
THE ULTIMATE IN EFFICIENT SELLING
DISPLAY AND SELL

*Don't just compete with the opposition
Beat the opposition*

STOCK STAR GEMS DISPLAYS NOW
FOR HUGE PROFITS

The perfect prescription for financial
depression with the **added** formula of
special credit terms for chemists

*Put the sparkle back into business
Phone (0533) 667800 for Rep to call*

STAR GEMS OF LEICESTER LTD
160 MELTON ROAD LEICESTER
HUGE CASH & CARRY DEPT

For personal callers

Thousands of lines at keenest prices



FGM
Cosmetics
and
Perfumes...

STOCKISTS OF THE LARGEST SELECTION
OF BRAND NAME FRENCH & UK
PERFUMES. ALSO A FULL RANGE OF
COSMETIC BAGS, GIFT SETS, MIRRORS,
BRUSHES & ACCESSORIES

Price list available. Modern showroom.
Parking space available.

FGM COSMETICS, 10-12 PARK PLACE,
OFF CHEETHAM HILL ROAD,
MANCHESTER M4 4EY
TEL. 061-833 9652. TELEX 665941 FGM G
SUPPLIERS TO RETAIL, WHOLESALE AND
EXPORT. OPENING HOURS:
MON-FRI 9am-5.30pm. SUN 10am-2pm.

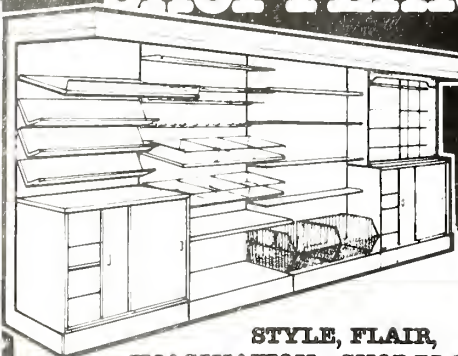
Stock Wanted

REQUIRED

Brylcreem (blue), Sunsilk shampoo and hairspray, Havoc
Silver Spray, Impulse Spray, Mary Quant lipsticks, Johnson's
lotion and talc, Nivea (tin), Oil of Ulay and Night Cream, Head
and Shoulders, Camay, Lux, Limara, Pears, Vinolia Imperial
Leather and Yardley soaps, Polycolor Black, Seven Seas
capsules, Vick's products, Cooper's Powder, Dettol, Fairy
Liquid, Various fly killer sprays. Branded and non-branded
toiletries and cosmetics. Also some pharmaceutical products.

Tel: 01-450 3642 or 01-452 1417

SHOP PLANNING



CLEAN, EXCITING
PERSONALISED DESIGNS
ACHIEVE MORE PROFIT

Full range
of Credit
Facilities available



**STYLE, FLAIR,
IMAGINATION - SHOP PLANNING
ARE THE IMAGE MAKERS FOR THE PHARMACIST**

Retail Area:

- PERFUMERY
- COSMETICS
- TOILETRIES
- HAIR CARE
- PERSONAL HYGIENE
- BABY CARE

Display equipment
perfected and designed
for every Retail line
ALSO FULL CONTRACTING
SERVICE AVAILABLE

Dispensary:

- WORK TOP AREAS
- SLIDING SHELVES
- STOCK SHELVES
- BOTTLE RACKS
- SINK UNITS
- CUPBOARDS

SEND FOR OUR FREE COLOUR BROCHURE NOW, OR ASK OUR
LOCAL CONSULTANT TO PAY YOU A VISIT.

- If you have special requirements and it can be drawn, we can make it!

SHOP PLANNING

HOOTON ROAD
WILLASTON
SOUTH WIRRAL
CHESHIRE
Tel 051-327 6281/2
ISLE OF MAN OFFICE
Tel 0624 29829

NAME _____

ADDRESS _____

TEL _____

C.D.

marspec SHOPFITTING LTD

Attractive modular shopfittings at competitive prices.
For a new perspective in pharmacy design.

Telephone: 0392 216606
Unit 4B, Grace Road, Marsh Barton,
Exeter, Devon.

Pharmacy SHOPFITTING
• COMPLETE PHARMACY SHOPFITTING SERVICE •
• SPECIALISED DISPENSARIES •
• SEND FOR RETAIL CHEMIST REPORT • **Now!**

Store Design
Tel. (0383) 823636
DALGETY BAY
HILLEND ESTATE,
MIDLIFE

Quality and original Continental
System plus total package NPA
recommended NO system matches
UMDASCH for quality. Prices
pleasantly competitive. See for
yourself... there's no obligation.

Umdasch Systems, Apeils
Contracts Ltd, Dallow Road, Luton,
Beds LU1 1FP
Ring Luton (0582) 30833
NOW!

ALPLAN

STORE FITTING LIMITED

For the ULTIMATE in pharmacy
design with emphasis given to
individual requirements.

Telephone 0626 832059

Allplan House, Cavalier Road, Heathfield
Newton Abbot, Devon, TQ12 6TG

Shelving

If you require standard shelving and
equipment without losing quality, at a
realistic and competitive price.

CONTACT
SHOPFITTING & DESIGN

Design Concept

If your requirements call for an original
and imaginative scheme calling for the
special attention of a competent designer

CONTACT
SHOPFITTING & DESIGN

**shopfitting
Edesign**

SHOPFITTING &
DESIGN CENTRE
HERON ROAD
SOWTON IND EST
EXETER

Tel. (0392) 37791

SHOPFITTING



Everything you need to know
is in this FREE pack, sent by
return of post.

The
Northfleet
Group

SHOWRAX

Tower Works, Lower Road,
Gravesend, Kent, DA11 9BE
Tel: Gravesend (0474) 60671

**C&D Classified
Gets Results**

FLOORING BY
PRICERITE LTD

**GIVE YOUR
PHARMACY A
TONIC**

By simply
changing your
floor.

For free
estimates and
advice phone:—

01-594 2363/4070

ouxLINE SHOPFITTINGS for the PHARMACY

N.P.A. & NUMARK APPROVED

A modular system for the pharmacy together with a full
shopfitting service.

Write or phone to David Olney:-

CAMBRAVALE LTD.
8 COMMERCE WAY, LEIGHTON BUZZARD, BEDS.
(0525) 381356. Telex: 826715 AREO G.

Manufacturing & Distributing Services



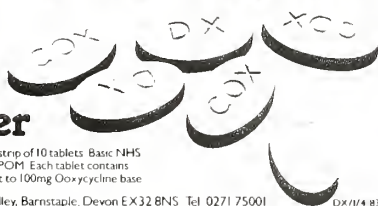
A new Doxycycline tablet from Cox Pharmaceuticals

Now available from your usual wholesaler



Presentation: Carton containing blister strip of 10 tablets. Basic NHS price £4.11 PL 1866/0011. Legal category POM. Each tablet contains Doxycycline Hydrochloride B.P. equivalent to 100mg Doxycycline base.

Cox Continental Limited, Whaddon Valley, Barnstaple, Devon EX32 8NS. Tel: 0271 75001



PARACETAMOL TABLETS? WE'RE THE UK'S LARGEST SPECIALIST PRODUCER!

In bulk or bottles, strip pack or own label — try us for aspirin or saccharin too!

Fast service — unbeatable prices — from
THE WALLIS LABORATORY,
11 CAMFORD WAY, SUNDON PARK, LUTON LU3 3AN
TEL: Luton (0582) 584884

Focus Solutions

Suppliers & Wholesalers of
Contact Lens Solutions
Eye Care Cosmetics
and Accessories

Abatron Allergan
Barnes Hind
Bausch & Lomb
British American Optical
Burton Parsons
Calotherm Contactasol
Cooper Vision
Eye Care, Hydron, Kelvin
Optique, Sauflon
Smith & Nephew, Titmus

Telephone Marion Byers at
Berkhamsted (04427) 74326
for details

Focus Contact Lenses
Northbridge Road, Berkhamsted,
Herts., HP4 1EH



PLASTIC PRODUCTS

BABY PANTS
TODDLER PANTS
INCONTINENCE PANTS
MATTRESS SHEETS
COT SHEETS

etc., etc.

**HENLEYS
OF HORNSEY
LTD.**

London N8 0DL.
Tel: 01-889 3151/6

FAIRFIELD DISPLAYS



Floating Window Display System

SHOPFITTING & DISPLAY EQUIPMENT

Large range of toughened
glass cubes, glass
counters, showcases, wall
units, counter top
displays.

Agents throughout U.K.
Send for free brochure.

NEW SHOWROOM:

32 Victoria Road, Farnborough,
Hants. GU14 7PG.
Tel: 0252 546191

Apeils Systems



From Apeils Systems a complete range of shop and dispensary equipment designed to increase your profits.

The modular system for your ideas

Precision Dispensary stock control system

Unit F, Dalroad Industrial Estate
Dallow Road, Luton
Bedfordshire LU1 1SP
Telephone: Luton (0582) 30833

ORALCER

SLOW RELEASE

PELLETS

FOR MOUTH ULCERS

NOT A GEL — NOT A PASTILLE — BUT PELLETS
that slowly release 2 Active ingredients at site of ulceration

VITABIOTICS LTD. 122 Mount Pleasant Alport Mddx. 01-903 5541

CHEMEX'83

THE RETAIL CHEMIST EXHIBITION

The Cunard International Hotel, London W.6. 11-13 September 1983.

INFORMATION and ADMISSION TICKETS from:

TRADES EXHIBITIONS LTD, Exhibition House, Spring St, London W2 3RB. Tel: 01-262 2886.

Caladryl*



**A single treatment
for sunburn and insect bites.**

An excellent recommendation for your customers.

Data sheet available on request from Warner-Lambert (UK) Limited, Southampton Road, Eastleigh, Hampshire SO5 5RY. Tel: 0703 619791

**WARNER
LAMBERT**

PARKE-DAVIS

*Trademark R83325